

DOCUMENT RESUME

ED 061 466

AA 000 992

AUTHOR Havelock, Ronald G.
TITLE Bibliography on Knowledge Utilization and Dissemination.
INSTITUTION Michigan Univ., Ann Arbor. Inst. for Social Research.
SPONS AGENCY National Center for Educational Communication (DHEW/OE), Washington, D.C.
REPORT NO ISR-2796
PUB DATE 72
CONTRACT OEC-3-7-070028-2143
NOTE 250p.; Revised edition which should be ordered in place of ED 029 172
AVAILABLE FROM Publications Division, Institute for Social Research, The University of Michigan, 426 Thompson Street, Ann Arbor, Mich. (\$4.50; all orders under \$10.00 should be prepaid)
EDRS PRICE MF-\$0.65 HC-\$9.87
DESCRIPTORS *Annotated Bibliographies; *Bibliographies; Books; *Information Dissemination; Publications; *Reference Materials; Reports; Research; *Social Sciences

ABSTRACT

This bibliography was compiled for the purpose of identifying and reviewing literature relevant to the topic: "Utilization and Dissemination in all Fields of Knowledge." The six sections of the bibliography are: I. Explanatory Notes; II. Procedures Used to Establish Relevance for Inclusion; III. Major References Screened; IV. The Research Staff; V. Bibliography (Items entered during original literature review, 1967-1969. Listed alphabetically); and VI. Supplement (Items entered after 1972. Listed alphabetically). (DB)

BIBLIOGRAPHY
on
KNOWLEDGE UTILIZATION AND DISSEMINATION

Ronald G. Havelock

This bibliography was compiled for the purpose of identifying and reviewing literature relevant to the topic: "Utilization and Dissemination in all Fields of Knowledge." A major part of this work was performed under contract with the U.S. Office of Education, National Center for Educational Communication, Project #OEC-3-7-070028-2143.

A full report on this project, titled: **PLANNING FOR INNOVATION** is available from the Institute for Social Research.

Center for Research on
Utilization of Scientific Knowledge

Institute for Social Research
The University of Michigan
Ann Arbor, Michigan

First Printing 1968
Revised Printing 1972

LIBRARY OF CONGRESS CARD NUMBER 75-184872

ISBN 0-87944-061-9

TABLE OF CONTENTS

| | Page |
|---|------|
| I. Explanatory Notes. | v |
| II. Procedures Used to Establish Relevance for Inclusion | vi |
| III. Major References Screened. | x |
| IV. The Research Staff | xii |
| V. Bibliography [Items entered during original literature review, 1967-1969. Listed alphabetically.] | 1 |
| VI. Supplement [Items entered after 1972. Listed alphabetically.] | 218 |

I. EXPLANATORY NOTES

Accession Numbers:

Each reference is identified by a five digit accession number which appears as the first item in the line immediately following each reference. The author's name and the accession number are used to identify citations in the main report.

Abstracted Items:

Items that have been abstracted are identified by a code following the accession number.

- CA - A special project abstract on file at CRUSK.
- DA - A photo copy of the Dissertation Abstract was obtained.
- SA - A photo copy of the Sociological Abstract was obtained.
- PA - A photo copy of the Psychological Abstract was obtained.
- AA - A photo copy of the Author's Abstract was obtained.
- AAM - A modified copy of the Author's Abstract was obtained.

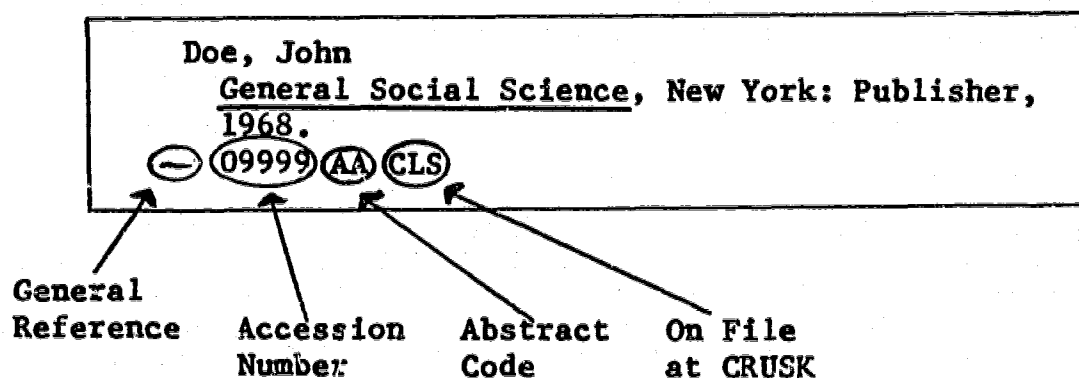
Items on File at CRUSK:

Items on file at CRUSK are identified by the code CLS following the abstracted code. However, a number of items have been acquired that were not coded CLS in the bibliography so the items identified by this code represent only a part of the total CRUSK collection.

General References for the Social Sciences:

General references for the social sciences are identified by a "--" before the accession number.

Sample Reference:



CRUSK is unable to service requests for copies of specific articles or abstracts unless they are publications or reprints from the work of CRUSK staff members, specifically.

II. PROCEDURES USED TO ESTABLISH RELEVANCE FOR INCLUSION

A. Instructions to Searchers and Initial Training

The project began with a series of meetings at which a definition of the project goals, limits and areas of focus were spelled out and agreed on by the staff as a whole. Prior to this time staff members had read the project proposal and two background documents (Havelock and Benne: AN EXPLORATORY STUDY OF KNOWLEDGE UTILIZATION, CRUSK #3872, and Rogers, E.M., DIFFUSION OF INNOVATIONS, CRUSK #01824). These documents laid out the basic variables related to utilization and/or dissemination.

The searchers were also provided with additional materials specifically designed to define the relevant topic areas and key concepts. These included: (1) a list of "Key Terms"; (2) a list of "Concepts Related to Utilization" ordered schematically to correspond to stages in the movement of knowledge from conception to consumption; and (3) a search guide in the form of a preliminary outline or schematization of the topic area viewed first as a social communication system and second as an interpersonal process. These documents are included in the following pages.

B. Key Terms Used in Initial Index Search

(Only articles which stated or implied one of the following phrases were included)

Acceptance
Adaptation
Adoption
Application
Assimilation
Communication
Diffusion
Dissemination
Distribution
Exchange
Flow
Reception
Rejection
Retrieval
Transfer
Transmission
Utilization

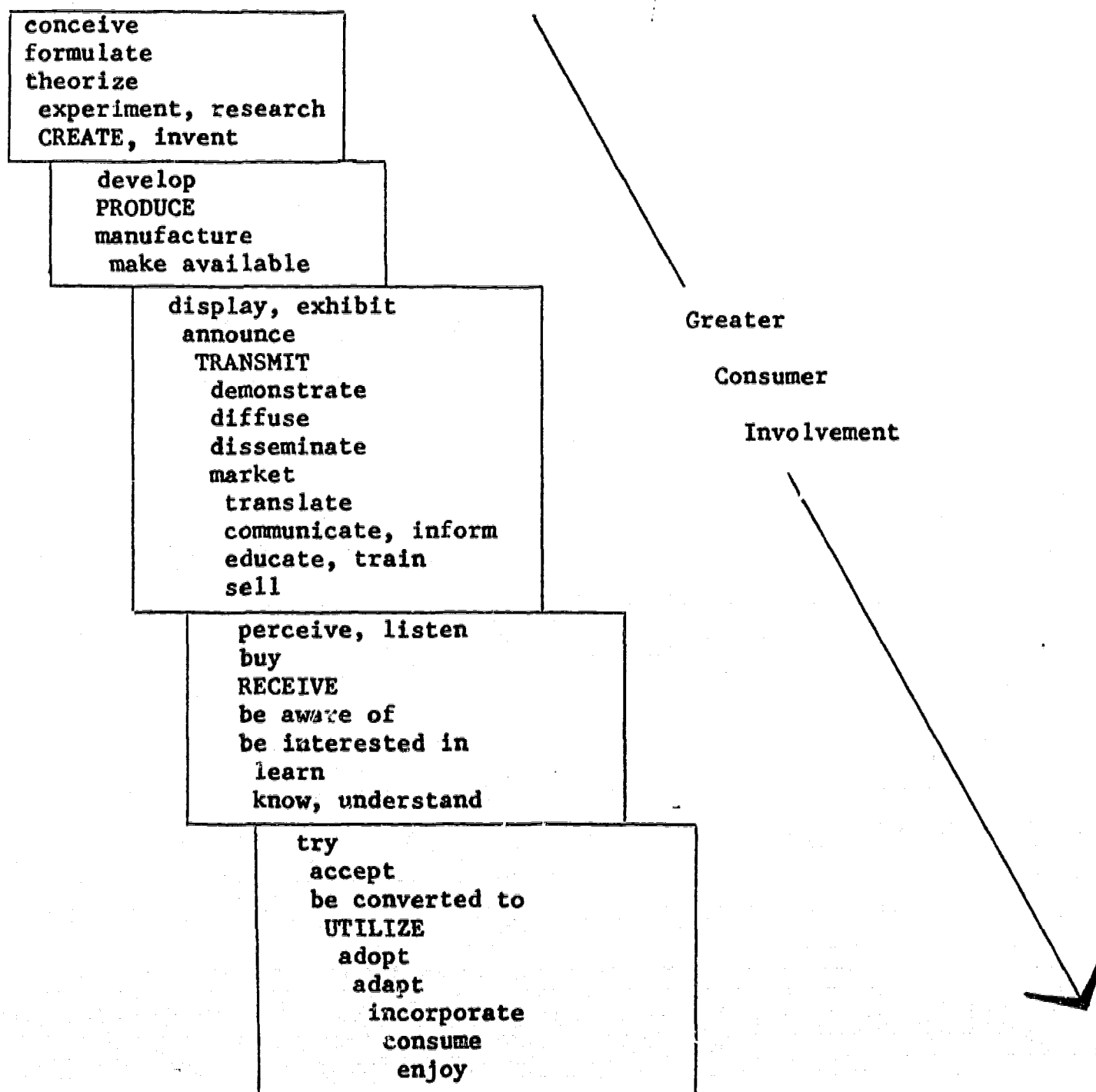
of

Innovations
New Knowledge
New Practices
New Products
Research
Scientific Information
Scientific Knowledge
Technology

C. Concepts Related to Utilization

Below are listed a sequence of processes which could be related to dissemination and utilization. They are ordered into five groups according to the directness or immediacy of their relevance to the receiver's internal processes of utilization and consumption. Emphasis in the bibliography is directed toward the middle and lower end of this sequence. It is felt that the various processes related to creation and production of knowledge are adequately covered in other sources.

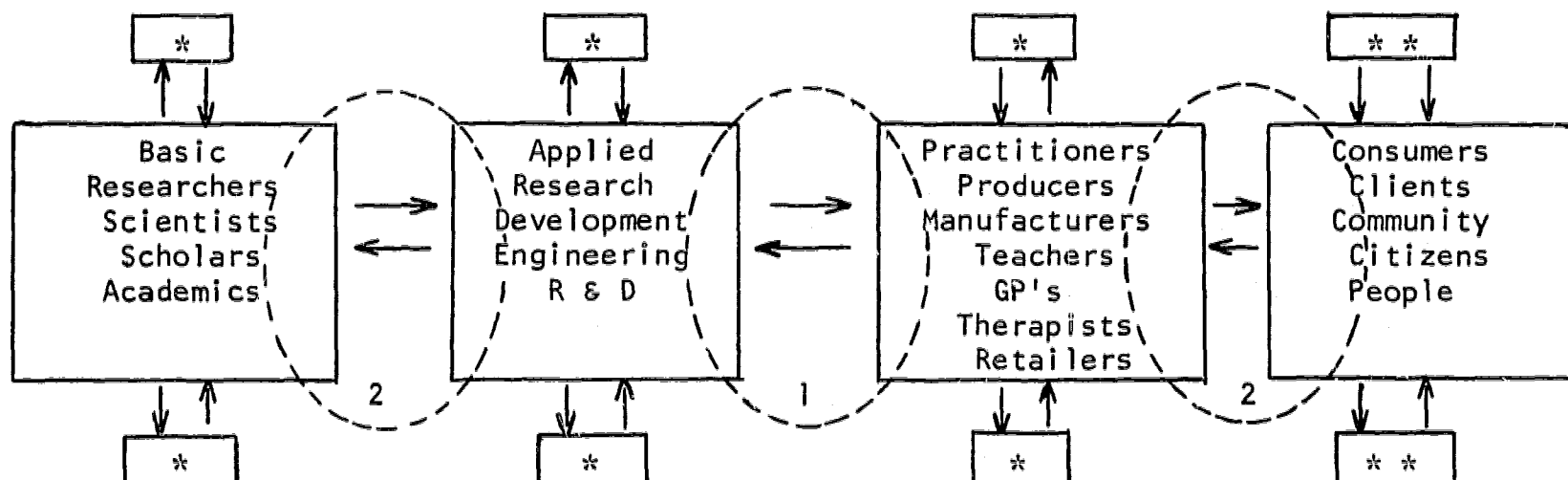
It should also be noted that terms related to transmission are thought of as processes going on outside the receiver in which the actor is an outside person or agency (the "sender").



D. Literature Search Guide

1. Dissemination and Utilization Viewed as a System

a. Knowledge Flow Systems: Patterns, Networks, Structures, Chains, Groups, Interfaces, Relations



Key to Flow System Diagram:

- * Intradisciplinary and interdisciplinary contacts.
- ** Other consumers, friends, acquaintances, neighbors, opinion leaders.
- ① Area of primary relevance and emphasis.
- ② Areas of secondary relevance.

Not pictured but also relevant are direct linkages between basic research and practice and between researchers and consumers. It is recognized that actual organizational forms will not necessarily correspond to the idealized flow system pictured. Various organizations and roles may exist within or between each of the four entities represented here.

b. Support Systems for Knowledge Flow

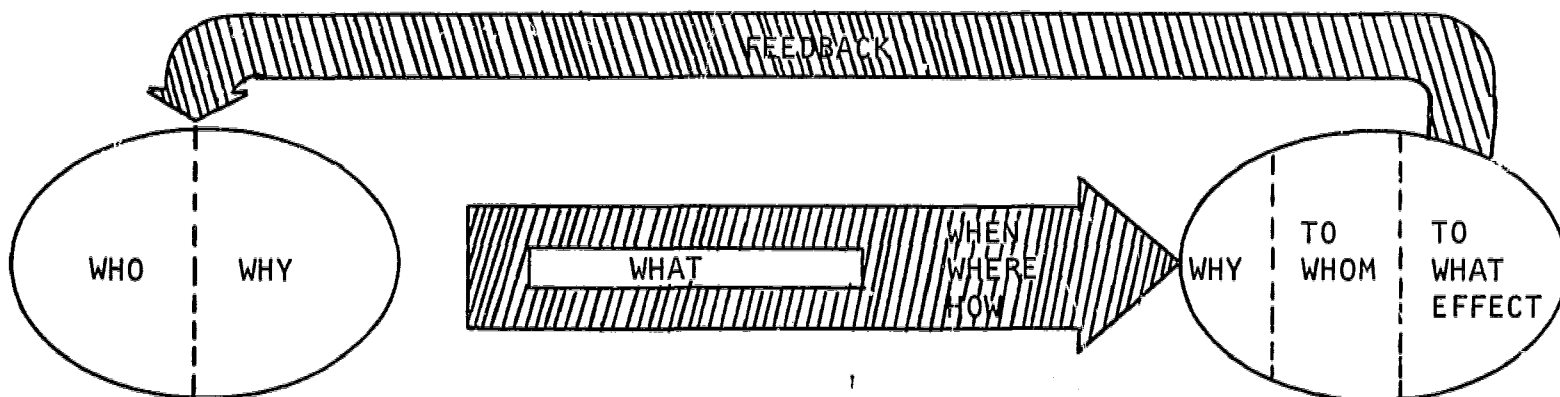
Any social systems or institutions which support or limit knowledge flow through these functions:

- a) Funding: financial support, grants, contracts, profits
- b) Training: educating to fill knowledge flow roles
- c) Recruiting: staffing for knowledge flow roles
- d) Controlling: coordinating, goal setting, decision making, leading
- e) Protecting: defending the rights and interests of established groups
- f) Planning: planning changes, predicting future needs, stimulating growth

References on organizations, bureaucracies and institutional structures, arrangements, and functions such as those listed above were included in the bibliography only if such issues were discussed within the context of the flow of new knowledge from research to practice.

D. Literature Search Guide, continued

2. Dissemination and Utilization Viewed as a Process



WHO: Communicator
Speaker
Initiator
Sender

WHERE: Setting
Context
Geographic Location
Area
Distance

TO WHOM: Receiver
Listener
Audience

HOW: Mechanisms
Strategies
Ways
Means

WHAT: Knowledge
New Knowledge
Research
Scientific Research
Scientific Knowledge
Products
Information
Innovations
Practices
New Practices
Data

Fields:
Education
Medicine
Public Health
Mental Health
Technology
Agriculture
Law
Social Welfare
etc.

Methods Channels Medium
Informal Contacts
Conferences
Courses
Workshops
Seminars
Publications
Mass Media

WHEN: Timing
Stages
Phase
Duration
How Long
How Long Ago
Sequence

WHY: Motivation
Drive
Resistance
Interest
Initiative
Need

TO WHAT EFFECT:

Result Effectiveness
Criterion Feedback
Dependent Variable
Improvement
Success-Failure

III. MAJOR REFERENCES SCREENED FOR THE BIBLIOGRAPHY

- Abstracts: Dissertation Abstracts, 1960-1967
 International Political Science Abstracts, 1963-1966
 Psychological Abstracts, 1956-1967
 Sociological Abstracts, 1956-1966
- Indexes: Applied Science and Technology Index, 1956-1966
 Biological and Agricultural Index, 1963-1966
 Business Periodical Index, 1956-1966
 Educational Index, 1964-1966
 Index to Legal Periodicals
 Index Medicus, 1957-1966
 Law Index, 1957-1966
 Library Literature, 1956-1966
 Public Affairs Information Service Bulletin, 1957-1966
 Social Sciences and Humanities Index, 1955-1966
- Other: American Behavioral Scientist Guide to Recent Publications in the Social and Behavioral Sciences, 1960-1966.
 Etzioni, Amitai and Etzioni, Eve (eds.) Social Change; Sources, Patterns and Consequences, New York: Basic Books, Inc., 1964, pp. 503.
 Foundation for Research on Human Behavior, Communication in Organizations, Ann Arbor: Foundation, 1959.
 Gilmore, John S. et al, The Channels of Technology Acquisition in Commercial Firms, and the NASA Dissemination Program, Denver, Colorado: Denver Research Institute, University of Denver for the National Aeronautics and Space Administration, 1967.
 Hambidge, Gove, Dynamics of Development: An International Development Reader, New York: Praeger, 1964.
 Harris, C.W., Encyclopedia of Educational Research, New York: Macmillan, 1960.
 Harvard Clearing House on Educational Differences, Acquisitions Lists, 1966-1967.
 Health, Education and Welfare Reference Guide.
 Kurland, Norman D. and Miller, Richard I., Selected and Annotated Bibliography on the Processes of Change, 1966.
 Lazarsfeld, Paul, Sewell, William, and Wilensky, Harold, (eds.) The Uses of Sociology, New York: Basic Books, 1967.
 Leshner, Richard L. and Howick, George J., Assessing Technology Transfer, Washington, D.C.: Office of Technology Utilization, National Aeronautics and Space Administration, 1966.
 Miles, Matthew B., (ed.) Innovation in Education, New York: Teachers College, Columbia University, 1964, pp. 689.
 National Clearinghouse for Smoking and Health, Smoking & Health Bibliographical Bulletin, May 1968.
 Paisley, William J., The Flow of (behavioral) Science Information - A Review of the Research Literature, Palo Alto, California: Institute for Communication Research, Stanford University, November 1965.
 Pearsall, Marion, Medical Behavioral Science: A selected Bibliography of Cultural Anthropology, Social Psychology and Sociology in Medicine, University of Kentucky Press, 1963.

- Other, cont. Program of Research on the Management of Research and Development, Annual Report 1965-66, Evanston, Illinois: Northwestern University, September 1966.
- Review of Educational Research, 1960-66.
- Rogers, Everett M., Bibliography on the Diffusion of Innovations, East Lansing, Michigan: Michigan State University, 1964-67.
- Schramm, Wilbur (ed.), The Process and Effect of Mass Communication, Urbana, Illinois: University of Illinois Press, 1954, pp. 586.
- Schramm, Wilbur, Studies of Innovation and of Communication to the Public, Stanford, California: Institute for Communication Research, 1962.
- Sherrington, Andrew M., "An Annotated Bibliography of Studies on the Flow of Medical Information to Practitioners," Methods of Information in Medicine, Vol. IV, No. 1, (March 1965), pp. 45-57.
- "The Diffusion of New Ideas and Practices," in Katz, Elihu and Schramm, Wilbur, The Science of Human Communication, New York: Basic Books, 1963.
- U.S. Office of Education, Research in Education, the Educational Research Information Center.
- Welles, John G. et al, The Commercial Application of Missile/Space Technology, Parts 1 and 2, Denver Research Institute University of Denver, September 1963.

Additional references and bibliographies of pertinent books, reports, and articles were added as they came to light during the search.

IV. THE RESEARCH STAFF

The following people participated in the search activities which led to the compilation of this bibliography.

Janet L. Chapman

Susan R. Chacin

Alan E. Guskin

Marjorie J. Hill, Ph.D.

Lynne E. Hirschfeld

Jeanne S. Hurley

Stuart E. Lawrence

Iraj Mahdavi

Craig A. McEwen

Alicia C. Nelson

Nancy Tucker

A

- Aaron, James E. and Strasser, Marland R.
Driver and Traffic Safety Education: Contents, Methods and Organization, Macmillan, 1966, 401pp.
06545
- Abbott, Max C.
"Hierarchical Impediments to Innovation in Educational Organizations," in Abbott, Max C. and Lowell, John T. (eds.) Change Perspectives in Educational Administration, Auburn, Alabama: Auburn University, 1965.
00573
- Abbott, Max C. and Lowell, John T. (eds.)
Change Perspectives in Educational Administration, Auburn, Alabama: Auburn University, 1965, 87 pp.
00607
- Abell, Helen C.
The Differential Adoption of Home-Making Practices in Four Rural Areas of New York, Ph.D. Thesis, Ithaca, New York: Cornell University, 1951.
02555
- Abell, Helen C.
"The Use of Scale Analysis in a Study of the Differential Adoption of Homemaking Practices," Rural Sociology, 1952, Vol. 17, pp. 161-167.
02554 CA
- Abell, Helen C., Larson, Olaf F., and Dickerson, Elizabeth R.
"Communication of Agricultural Information in a South-Central New York County," Department of Rural Sociology, Bulletin 49, Ithaca, New York: Cornell University, January 1957.
03886 AA
- Abell, Helen C. and Larson, Olaf F.
Homemaking Practices and the Communication of Homemaking Information: Four Rural New York Areas, Ithaca, New York: Cornell University Agricultural Experiment Station, Department of Rural Sociology Mimeo Bulletin 56, 1960.
05000 AA
- Aberle, David F. and Steward, Omer C.
Navaho and Ute Peyotism: A Chronological and Distributional Study, Boulder, University of Colorado Studies, Series in Anthropology 6, 1957.
05002 CA
- Abelson, Robert P.
"Computers, Polls, and Public Opinion--Some Puzzles and Paradoxes," Transaction, Sept., 1968, pp. 20-27
07138
- Abraham, R. H.
Dairy Plant Managers' Perception of the Minnesota Agricultural Extension Service, Ph.D. Thesis, Madison: University of Wisconsin, 1963.
03516 DA
- Abrahamson, Mark
"The Integration of Industrial Scientists," Administrative Science Quarterly, September, 1964, Vol. 9, No. 2, pp. 208-218.
01163 CA
- Abrams, Mark
"Political Parties and the Polls," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 427-436.
06615
- Abu-Lughod, Ibrahim
"The Mass Media and Egyptian Village Life," Social Forces, 1963. Vol. 42, No. 1, pp. 97-104.
02090
- Adams, Don (ed.)
Educational Planning, Syracuse, New York: Syracuse University, Center for Development of Education, 1964, 152 pp.
06733
- Adams, J. Stacy
"Communications Effects," Research, Principles, and Practices in Visual Communication, East Lansing: Michigan State University, Project in Agricultural Communications, 1960, p.44.
06734
- Adams, Richard N.
"On the Effective Use of Anthropology in Public Health Programs," Human Organizations, 1955, Vol. 13, No. 4, pp. 5-15
01228
- Adams, Richard N.
"Personnel in Cultural Change: A Test of Hypothesis," Social Forces, 1951, Vol. 30, pp. 185-189.
00617 CA
- Adams, Richard N.
"Social Change in Guatemala and U.S. Policy," in Adams, Richard N. and others, Social Change in Latin America Today, New York: Council on Foreign Relations and Vintage Books, 1960, pp. 231-284.
05049 CA

- Adams, Scott
"Medlars: Progress and Prospects," in
Rubinoff, Morris, ed., Toward a National
Information System, Washington, D.C.: Spartan,
1965. pp. 77-85.
06735
- Adamson, B. W.
"Science Information and the Industrial
Community," Special Libraries Association,
Texas Chapter Bulletin, 1963, Vol. 14,
No. 4, pp. 26-37.
05004
- Adkins, G. R.
A Study of Certain Factors that Influence
the Use of Radio Broadcasts and Recordings
in Public School Classrooms. Lawrence:
University of Kansas, Radio-T.V. Research,
1959, 33 pp.
03513
- Adkinson, Burton
"Primary Scientific Publication and the
Federal Government," Science, May 1963,
Vol. 140, No. 3567, pp. 613-617.
03392
- Adkinson, B. W.
"The Role of Scientific Societies Today,"
ACLS Newsletter, January 1963, Vol. 14,
pp. 1-9.
00938 CA
- Adler, David
An Analysis of Quality in the Associated
Public School Systems Through a Study of the
Patterns of Diffusion of Selected Educational
Practices, D. Ed. Thesis, N.Y., Teachers
College, Columbia University, 1955.
05003
- Adorno, T. W. and others
The Authoritarian Personality, New York:
Harper and Row, 1950.
06253
- Adulbhan, Pakorn
A Study of the Role of Scientific Research
(R and D) in the Industrial Development of
Selected South and Southeast Asia Countries,
A Master's Thesis, Department of Industrial
Engineering and Management Sciences, North-
western University, December 1963.
05005
- Advertest Research, Inc.
Colortown: A Profile of TV Set Owners, New
Brunswick, N.J., Baten, Barton, Durstine and
Osborn and the National Broadcasting Company,
1958.
05006
- Agarwala, S. N.
"A Family Planning Survey in Four Delhi
Villages," Population Studies, 1961, Vol. 15,
pp. 110-120.
05007
- Aggerdt, Otis J. and Bowen, E. R.
Communicative Reading, (Second Edition), New
York: MacMillan Company, 1963, pp. 482
05008
- Agnew, P. C. and Hsu, F. L. K.
"Introducing Change in a Mental Hospital,"
Human Organization, Winter 1960-61, Vol. 19,
pp. 195-199.
00936 CA
- Ahmad, Bashir
"A Study of Some Factors in Relation to The
Acceptance of Modern Agricultural Practices,"
M.A. Thesis, Lahore University: Punjab,
India, 1964.
02536
- Aich, Prodosh
"Asian and African Students in West German
Universities," Minerva, Summer 1963, Vol. 1,
No. 4, pp. 439-52.
01261 SA
- Akers, Ronald L. and Quinney, Richard
"Differential Organization of Health Profes-
sions: A Comparative Analysis," American
Sociological Review, 1968, Vol. 33, No. 1,
p. 104.
06739
- Albaum, Gerald
"The Hidden Crisis in Information Transmis-
sion," Pittsburgh Business Review, July 1963,
Vol. 33, pp. 1-4
02306
- Albert, Ethel M.
"Socio-political Organization and Receptivity
to Change: Some Differences Between Ruanda
and Burundi," Southwest Journal of Anthropol-
ogy, Spring 1960, Vol. 16, No. 1, pp. 46-74.
02847 AA
- Albert, Robert S.
"The Role of the Critic in Mass Communica-
tions: I. A Theoretical Analysis," Journal
of Social Psychology, November 1958, Vol. 48,
pp. 265-274.
01603
- Alberte, D.P.
"Introducing Preventive Psychiatry Into a
Community," Human Organization, 1950, Vol. 9,
No. 3, pp. 5-9.
05001

- Albrecht, Harmut
"Theoretical Approaches of American Adoption Research," Institut für Ausländische Landwirtschaft an der Universität Göttingen, 1965.
03500
- Albu, Austen
"The Member of Parliament, the Executive and Scientific Policy," Minerva, 1963 (Autumn), Vol. 2, No. 1, pp. 1-20.
05012
- Alexander, Carter and Burke, Arvid J.
How to Locate Educational Information and Data: An Aid to Quick Utilization of the Literature of Education, Bureau of Publications, Teachers College, Columbia University, 1958, Fourth Edition, pp. 419.
05014
- Alexander, Frank D., et.al.
"A Field Experiment in Diffusion of Knowledge of Dairy Cattle Feeding Through a TV School," Rural Sociology, 1963, Vol. 28, pp. 400-404.
01352 CA
- Alexander, L. T., Kepner, C. H. and Tregoe, B. B.
"The Effectiveness of Knowledge Results in a Military System-Training Program," Journal of Applied Psychology, June 1962, Vol. 46, pp. 202-11
03662
- Alexander, William M.
"The Acceleration of Curriculum Change," Miller, R.I. (ed.) Perspectives on Educational Change, New York: Appleton-Century Crofts, 1966.
00842
- Alfred Politz Media Studies
The Audience of Four Medical Magazines, New York: Alfred Politz Media Studies, 1959, 59 pp.
05060
- Alfred Politz Media Studies
"The Physician and Medical Economics," Alfred Politz Media Studies, 1958, 52 pp.
05285
- Alfred Politz Media Studies
"A Study of the Audience of Lippincott's Medical Science," Alfred Politz Media Studies, June, 1961, 38 pp.
05359
- Allahabad Agricultural Institute
Extension Evaluation, Allahabad, India: Allahabad Agricultural Institute, 1957.
05016
- Allen, F.
The Borderland of Criminal Justice, Chicago: The University of Chicago Press, 1964, pp. 139.
05017
- Allen, F.R. and Benty, W.K.
"Toward the Measurement of Socio-Cultural Change," Social Forces, May 1965, Vol. 43, pp. 522-32.
00807
- Allen, Francis, et.al.
Technology and Social Change. New York: Appleton-Century Crofts, Inc., 1957, 529 pp.
01034
- Allen, H.E.
The Diffusion of Educational Practices in the School Systems of the Metropolitan School Study Council, Ph.D. Thesis, New York: Columbia University, Teachers College, 1956.
03806
- Allen, J. and Babbidge, H.
"State vs. Federal Power in Education," Miller, R. I., (ed.), A Multidisciplinary Focus on Educational Change, Lexington, Kentucky: University of Kentucky, Bureau of School Service, College of Education, 1965, Vol. 38, No. 2.
00602
- Allen, L.E.
"Automation: Substitute and Supplement in Legal Practice," American Behavioral Scientist, December 1963, Vol. 7, pp. 39-44.
00935
- Allen, L.E.
"Beyond Document Retrieval Toward Information Retrieval," Minnesota Law Review, April 1963, Vol. 47, pp. 713-67.
03787 CA
- Allen, R.M.
"Psychological Research and Its Referents," Journal of Rehabilitation, 1958, Vol. 24, No. 23, pp. 11-12.
03152
- Allen, Thomas J.
The Differential Performance of Information Channels in the Transfer of Technology, MIT, Alfred P. Sloan School of Management, 1966.
06736
- Allen, Thomas J.
Managing the Flow of Scientific and Technological Information, Ph.D. Thesis, Cambridge, Massachusetts: Massachusetts Institute of Technology, September 1966.
05018

- Allen, Thomas J.
 "Performance of Information Channels in the Transfer of Technology," Industrial Management Review, Vol. 8, No. 1, pp. 87-98.
 05019 CLS
- Allen, Thomas J.
 "Sources of Ideas and Their Effectiveness in Parallel R & D Projects."
 05021 CLS
- Allen, Thomas J.
 The Utilization of Information Sources During Research and Development Proposal Preparation, Report No. 97-64, Cambridge, Massachusetts: M.I.T. Research Program on the Organization of Management of R & D, October 1964.
 01234 CLS
- Allen, Thomas J., et. al.
 Research Program on the Management of Science and Technology, Time Allocation Among Three Technical Information Channels by R&D Engineers, MIT Alfred P. Sloan School of Management, 1966.
 06738
- Allen, Thomas J. and Cohen, Stephen I.
 "Information Flow in an R&D Laboratory," Paper supported by National Aeronautics & Space Administration and by the Office of Science Information Service, National Science Foundation, November, 1963 and August, 1966.
 07139 - 06737 CLS
- Allen, Thomas J. and Gertsberger, Peter G.
 "Criteria for Selection of an Information Source," Alfred P. Sloan School of Management, Massachusetts Institute of Technology, Cambridge, Mass.: September, 1967, 24 pp.
 06575
- Allen, W. H.
 "Audiovisual Communication Research," Encyclopedia of Educational Research. New York: MacMillan, 1960.
 02089 AAM
- Allen, W. H.
 "Research on New Educational Media: Summary and Problems," Audiovisual Communication Review, Spring, 1959, Vol. 7, pp. 83-96.
 03646 AAM
- Allen, W. H.
 Television for California Schools, Bulletin of the California State Department of Education, Sacramento, California: The Department, April 1960, Vol. 39, No. 4.
 05022
- Allen, W. H. and Malter, M. S.
 "Research Related to Audio-Visual Administration," Schuller, C.F. (ed.). The School Administrator and his Audio-Visual Program, Washington, D.C.: Department of Audio-Visual Instruction, National Education Association Yearbook, 1954.
 03514
- Allingham, James R.
 A Descriptive Study of Communication Networks and Rumor Diffusion Aboard a Navy Ship, M.S. Thesis, Massachusetts, Boston University. 1964.
 05023
- Allison, D.
 "The Science Brain Trust," Science and Technology, January 1965, pp. 61-68.
 02081
- Allport, F. H.
 "The J-Curve Hypothesis of Conforming Behavior," Journal of Social Psychology, 1934, Vol. 5, pp. 141-183.
 06375
- Allport, Gordon W.
 "The Historical Background of Modern Social Psychology," in Lindzey, G. (ed.), Handbook of Social Psychology, Reading, Mass.: Addison-Wesley, 1954.
 -06479
- "All U.S. Doctors in Private Practice Spent \$125,478,000 to Keep Up With New Developments in Medicine Last Year," New Medical Materias March 1963, Vol. 3, No. 3, pp. 25-27.
 05015 CA
- Alpert, Harry and others
 "Congressional Use of Polls," Public Opinion Quarterly, Summer 1954, Vol. 18, No. 2. pp. 121-141.
 05025
- Altrocchi, J. and Eisdorfer, C.
 "Changes In Attitudes Toward Mental Illness," Mental Hygiene, New York: 1961, Vol. 45, pp. 563-570.
 05026
- Alves, Eliseu R. A.
 Adocao De Pratica: Area Atingida Pelo Escritorio Local De Vicosas, Belo Horizonte, Brazil, Estensao Rural E Credito Supervisionado, 1962.
 05027
- American Academy of General Practice
 Educational Interests and Preferences of General Practitioners, Reference Report on the Fact-Finding Phases of the Louisiana Project in Postgraduate Education. 1961-62 32 pp.
 00685

American Association of Colleges for Teacher Education

Survey of Programmed Instruction In Teacher Education--1963. A Report of the Subcommittee on Instructional Media and Teacher Education of the Committee on Studies. Washington, D.C. American Association of Colleges for Teacher Education, NEA, 1963.
03502

American Association of School Administrators, Commission on the Federal Government and Public Schools

The Federal Government and Public Schools, Washington D.C.: The Commission, 1965, 71 pp.
06407

American Educational Research Association

Some Propositions on Research Utilization in Education, Committee on Research Utilization, American Educational Research Association, March 1965.
05332 CLS

American Educational Research Association (AERA)

"Evaluation Activities of Curriculum Project," Monograph prepared by Dr. Hulda Grobman, Spokee, Illinois: Rand McNally & Company, 1968.
07084

American Heart Association

"The Physician's Continuing Education: Report of the Status and Objectives of Postgraduate Medical Education," Committee on Professional Education of the American Heart Association, 1961, 47 pp.
06151 CA

American Medical Association

"AMA News: Our Readers Comment," AMA News, February 17, 1964, Vol. 7, No. 4, p. 4.
05029

American Medical Association

"Readership and Leadership Revealed," American Medical Association, 1961, pp. 4.
05031

American Medical Association

"Tests Show Value of Postgraduate Course," A.M.A. News, October 3, 1960, No. 20, p. 5.
00662

American Medical Association, Council of Medical Services

1961 Nationwide Survey on County Medical Society Activities, Chicago, Illinois: Council of Medical Service, 1962, 7 pp.
00686

American Osteopathic Association

"A Survey of How Osteopathic Physicians obtain Information About Pharmaceutical Products," American Osteopathic Association, 1961, 12 pp.
00666

American Psychological Association

"Archival Journal Articles: Their Authors, and the Processes Involved in Their Production," Project on Scientific Information Exchange in Psychology, Washington D.C.: August 1963.
05030

American Psychological Association

A Comparison of Scientific Information--Exchange Activities at their Levels of Psychological Meetings, Project on Scientific Information Exchange, Washington, D.C.: American Psychological Association, December 1963.
02122 CA

American Psychological Association

Convention Attendants and their Use of the Convention as a Source of Scientific Information. Project on Scientific Information Exchange in Psychology, Washington, D.C.: American Psychological Association, August 1963.
02123 CA

American Psychological Association

Convention Participants and the Dissemination of Information at Scientific Meetings, Washington, D.C.: Project on Scientific Information Exchange in Psychology, American Psychological Association, 1963.
02124 CA

American Psychological Association

The Discovery and Dissemination of Scientific Information Among Psychologists in Two Research Environments, Washington, D.C.: Project on Scientific Information Exchange in Psychology, American Psychological Association. 1964.
02125 CA

American Psychological Association

"Mental Health and the APA," American Psychologist, 1959, Vol. 14, pp. 820-825.
05032

American Psychological Association

A Preliminary Study of Information Exchange Activities of Foreign Psychologists and a Comparison of Such Activities with Those Occurring in the United States, Washington, D.C.: American Psychological Association, June, 1964.
02126 CA

American Psychological Association

Reports of the American Psychological Association's Project on Scientific Information Exchange in Psychology: Overview and Reports 1-9, Vol. 1, December 1963 and Overview and Reports 10-15, Vol. 2, December 1965, Washington, D.C.: American Psychological Association.
01235 CA

- American Psychological Association
The Role of the Technical Report for the Dissemination of Scientific Information, Washington, D.C.: Project on Scientific Information Exchange in Psychology, American Psychological Association, April 1965.
02119
- American Psychological Association
Scientific Activity and Information Problems of Selected Psychologists: A Preliminary Survey, Washington, D.C.: Project on Scientific Information Exchange in Psychology, American Psychological Association, December 1963.
02127
- American Psychological Association
Training the Psychiatrist to Meet Changing Needs, Washington, D.C. 1964, pp. 263.
05034
- American Psychological Association
The Use of Scientific Journals by Psychologists and the Readership of Current Journal Articles, Washington, D.C.: Project on Scientific Information Exchange in Psychology, American Psychological Association, December 1963.
02128
- American Psychological Association, Board of Directors
"Statement on Report of Joint Commission on Mental Illness and Health," American Psychologist, 1963, Vol. 18, No. 6, pp. 307-308.
05033
- American Public Health Association
Possibilities and Problems in the Utilization of Behavioral Sciences in Official Health Agencies, 1961.
06616
- Ames, Edward
"Research, Invention, Development, and Innovation," American Economic Review, June, 1951, Vol. 51, pp. 370-381.
03294 AA CLS
- Amuzegar, Jahangir
"Administrative Barriers to Economic Development," (Iran) Middle East Economic Papers, 1958, pp. 1-21.
02570 CA
- Anand, Asha
A Study of Selected Value-Orientations of Rural Women as Related to the Adoption of Recommended Health Practices, M.S. Thesis, India: University of Delhi, 1966.
06393
- Anastasio, Angelo
Port Haven: A Changing Northwestern Community, Pullman, Washington Agricultural Experiment Station Bulletin 616, 1960.
05036
- Anderson, C. Arnold and Bowman, Mary Jean (eds.)
Education and Economic Development, Chicago: Aldine Publishing Company.
03047
- Anderson, Clinton P.
"Scientific Advice for Congress," Science, 1964, Vol. 144, No. 3614, pp. 29-32.
05038 SA
- Anderson, Dale G.
"Self Assigned Grades," Counselor Education and Supervision, 1966, Vol. 6, No. 1, pp. 75-76.
05039
- Anderson, Douglas J.
"How the Doctor Looks at his Journals," Medical Journal of Australia, May 20, 1961, Vol. 48, pp. 727-729.
05040
- Anderson, L.R. and McGuire, W.J.
"Prior Reassurance of Group Consensus as a Factor in Producing Resistance to Persuasion," Sociometry, 1965, Vol. 28, pp. 44-56.
-06284
- Anderson, Marvin A.
"Informational Sources Important in the Acceptance and Use of Fertilizer in Iowa," Tennessee Valley Authority Report, 1955, pp. 55-1.
02535
- Anderson, Marvin A. et.al.
"An Appraisal of Factors Affecting the Acceptance and Use of Fertilizer in Iowa. 1953," Ames: Iowa Agricultural Experiment Station, Special Report 16, 1959.
02533
- Anderson, N. and Nijfkerk, K.J.
"International Seminars: An Analysis and an Evaluation," Administrative Science Quarterly, 1958, Vol. 3, pp. 229-250.
03188 CA
- Anderson, Odin W. and Seacat, Milvoy S.
The Behavioral Scientists and Research in the Health Field - A Questionnaire Survey, New York: Health Information Foundation, 1962.
06617
- Anderson, Richard C.
"The Role of Educational Engineer," The Journal of Educational Sociology, 1961, Vol. 34, pp. 377-381.
01059 CA
- Andrews, F. M.
"Factors Affecting the Manifestation of Creative Ability by Scientists," Journal of Personality, 1965, Vol. 33, No. 1, pp. 140-152.
03253 AA

- Andrews, F. M.
"Scientific Performance as Related to Time Spent on Technical Work, Teaching or Administration," Administrative Science Quarterly, September, 1964, Vol. 9, No. 2, pp. 182-193.
01293 AA
- Andrews, Frank M. and Farris, George F.
"Supervisory Practices and Innovation in Scientific Teams," Personnel Psychology, Winter 1967, Vol. 20, No. 4, pp. 497-516.
06740
- Andrews, John H. M. and Greenfield, T. Barr
"Organizational Themes Relevant to Change in Schools," Ontario Journal of Educational Research, 1966-67, Vol. 8, pp. 81-99.
06741
- Andrews, W. H., Bander, W. W. and Rogers, E. M.
"Denchmarks for Rural Industrialization," Research Bulletin 870, Wooster, Ohio: Ohio Agriculture Experimental Station, 1960, 34 pp.
03511
- Andrus, Roman Raphael
Measures of Consumer Innovative Behavior, Ph.D. Thesis, Ann Arbor: University of Michigan, 1965.
06394
- Angell, Robert C.
"The Ethical Problems of Applied Sociology," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 725-740.
06618
- Angell, Robert C.
The Moral Integration of American Cities, Chicago: University of Chicago Press, 1951, 140 pp.
06193
- Anonymous
"What is Educational Technology?" Special issue of Educational Technology, January 15, 1968.
07031
- Anonymous
"Z-Frank Stresses Radio to Build Big Chevy Dealership," Advertising Age, 1962, Vol. 33, p. 83.
07015
- Apodaca, Anacleto
"Corn and Guston: Introduction of Hybrid Corn to Spanish Farmers in New Mexico," in Edward H. Spicer (ed.), Human Problems in Technological Change, New York: Russell Sage Foundation, 1952.
05048
- Appel, John S. and Gurr, Ted
"Bibliographic Needs of Social and Behavioral Scientists: A Report of a Pilot Survey," American Behavioral Scientist, 1964, Vol. 7, pp. 51-54.
05050 CA
- "Application of the Results of Research," Chemistry and Industry, July 22, 1961, pp. 1123-1125.
05052 CA
- Arce, Antonio M.
Rational Introduction of Technology on a Costa Rican Coffee Hacienda: Sociological Implications, Ph.D. Thesis, East Lansing, Michigan: Michigan State University, 1959.
02531
- Archer, John F.
"The Diffusion of Space Technology by Means of Technical Publications," report to the Committee on Space, American Academy of Arts and Sciences, Nov. 1964.
06742
- Archibald, Kathleen A.
The Utilization of Social Research and Policy Analysis, St. Louis, Mo.: Washington University, 1968, 465 pp.
07088
- Architectural Record
"Science and Technology as a Design Influence," Architectural Record, July 1960, Vol. 140, pp. 149-170.
02180
- "Are Schools Changing Too Much, Too Fast," Changing Times, September, 1966.
05054
- Arensberg, C. M. et. al.
Research in Industrial Human Relations: A Critical Appraisal, New York: Harper and Brothers, 1957.
06219
- Argyris, Chris
Integrating the Individual and the Organization, New York: John Wiley & Sons, 1964.
06249
- Argyris, Chris
"Interpersonal Barriers to Decision Making," Harvard Business Review, March/April, 1966, pp. 84-97.
02588 CA
- Argyris, Chris
Organization and Innovation, Homewood, Ill.: Richard D. Irwin, 1965, 274 pp.
06743

- Argyris, Chris
Personality and Organization, Harper, 1957.
06243
- Arndt, Johan
Word of Mouth Advertising: The Role of Product-Related Conversations in the Diffusion of a New Food Product, D.BA. Thesis, Cambridge, Mass.: Harvard University, 1966.
06395
- Arnold, Mary F.
"Ambiguity in the Role of the Health Educator," Health Education Monographs, 1962, No. 12, pp. 3-18.
02994 CA
- Arnstein, G. E.
"Technological Context of Vocational Education," National Society for the Study of Education Yearbook, 1964, Part 1, National Society for the Study of Education, 1965, pp. 39-63.
03515
- Arroyo, Ricardo
Estudio Sobre El Proceso De Difusion Y Adopcion De Los Maizes Hibridos En La Vanguardia, Pergamino, Buenos Aires, Argentina Agriculture Experiment Station Bulletin 33, 1965.
05056
- Arthur D. Little, Inc.
A Model for Innovation Adoption in Public School Districts, Contract No. OEC-1-7-061500-0328, U.S. Department of Health, Education and Welfare, March, 1968, Cambridge, Mass.
07104
- Arthur D. Little, Inc.
Patterns and Problems of Technical Innovation in American Industry, report to National Science Foundation, C-65344, 1963.
06744
- Arthur D. Little, Inc.
The State of the Art of Traffic Safety: A Critical Review and Analysis of the Technical Information on Factors Affecting Traffic Safety, Cambridge, Mass.: Arthur D. Little, Inc., 1966, 2 volumes.
06546
- Arthur D. Little, Inc.
Technology Transfer and the Technology Utilization Program, Report to the Office of Technology Utilization, National Aeronautics and Space Administration, Contract No. NASw-591, January 22, 1965.
06200
- Asch, S. E.
"Studies of Independence and Conformity: A Minority of One against a Unanimous Majority," Psychological Monographs, 1956, Vol. 70, No. 9 (Whole No. 416)
-06290
- Ashby, Eric
"The Administrator: Bottleneck or Pump?" Daedalus, Spring 1962, Vol. 91, No. 2, pp. 264-278.
01279 CA
- Asher, James J.
"An Investigation of a Group of Social Psychological Factors to the Impact of an Educational Television Program," Dissertation Abstracts, 1958, Vol. 18, pp. 1090-1091.
01630
- Asher, James J. and Evans, Richard I.
"An Investigation of Some Aspects of the Social Psychological Impact of an Educational Television Program," Journal of Applied Psychology, June, 1959, Vol. 43, pp. 166-169.
01610
- Asher, J. William, and Kurfeerst, Marvin
"The Computer and Information Retrieval: School Law a Case Study," Harvard Educational Review, Spring 1965, Vol. 35, pp. 178-189.
03510 CA CLS
- ASTIA
"Information Theory, A Report Bibliography," Order AD 269 800 from OTS, U. S. Department of Commerce, Washington, D.C.
05059
- "Attitude Research in Modernizing Areas," Public Opinion Quarterly, Fall, 1958, Vol. 22, pp. 217-420.
01783
- Atwood, M. S.
"Small-Scale Administrative Change: Resistance to the Introduction of a High School Guidance Program," Miles, Matthew S, (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, N.Y., 1964.
01178 AA
- Atwood, Ruth
"A Grass-Roots Look at MEDLARS," Medical Library Association, Bulletin 52, October, 1964 pp. 645-651.
02342 CA
- Aubert, V.
"Researchers in the Sociology of Law," American Behavioral Scientists, December 1963, Vol. 7, pp. 16-20.
03024
- Audits & Surveys Company, Inc.
The Audience of Three Magazines in the Resident-Intern Market. New York: Audits & Surveys Company, Inc., Spring 1959, 72 pp.
00688

Audits & Surveys Company, Inc.

A Study of Physicians' Desk Reference, New York: Audits & Surveys Company, Inc., 1960, 27 pp.
01251 AA

Auerback, A. B.

"Varieties of Purposes and Methods in Film Discussion Meetings," Mental Hygiene, 1957, Vol. 41, pp. 396-403.
03184 PA

Auerback Corporation

Department of Defense User Needs Study, Phase I, Vols. I & II. Philadelphia, Pennsylvania: Auerback Corporation, May 1965.
02129

Auerback Corporation

Review of Methodologies for Studing User Needs for Scientific and Technical Information. Philadelphia, Pennsylvania: January 6, 1965.
02130

Auger, Pierre

"The Quality of Science - Knowledge and Action," Impact of Science on Society, 1955, Vol. 6, No. 3, pp. 123-130.
01229

Aurback, Herbert A. and Kaufman, Harold F.

Knowledge and Use of Recommended Farm Practices, Mississippi: State College, Mississippi Agricultural Experiment Station Information Sheet.
02529

Austin, Charles J.

"The MEDLARS Project at the National Library of Medicine," Library Resources and Technical Service, Winter, 1965, Vol. 9, pp. 94-99.
02343 AA

Australia Bureau of Agricultural Economics

Report on the Agricultural Extension Services in the Murrumbidgee Irrigation Area, Canberra, A.C.T., Bureau of Agricultural Economics, Department of Commerce and Agriculture.
05062

Ayer, Frederic Lyman

An Analysis of Certain Community Characteristics Related to the Quality of Education, Ph.D. Thesis, New York: Columbia University, 1952.
06396

B

Babcock, Chester D.

"The Emerging Role of the Curriculum Leader," Association for Supervision and Curriculum Development, 1965 Yearbook Committee. Role of Supervisor and Curriculum Director in a Climate of Change. Washington, D.C.: Association for Supervision and Curriculum Development, 1965, pp. 50-64.
05065 CA and also 0212 CA

Babcock, Jarvis M.

"Adoption of Hybrid Corn: A Comment," Rural Sociology, 1962, Vol. 27, No. 3, pp. 332-338.
05066

Babick, A. and Koch, C.

"Experimental Program in Educational Adaptation," Audio-Visual Instruction, 1965, Vol. 10, pp. 386-90.
03680

Babington, W. K.

"The Mental Retardation Program of the Department of Health, Education and Welfare," Exceptional Children, 1964, Vol. 31, No. 3, pp. 105-111.
02242 AA

Bachman, J. W.

"The Communication of Mental Health Concepts Through Films," Pastoral Psychology, 1956, Vol. 6, No. 60, pp. 50-62.
03519

Back, Kurt W.

"The Behavior of Scientists Communication and Creativity," Sociological Inquiry, 1962, Vol. 32, No. 1, pp. 82-87.
01287

Back, Kurt W.

"Change-prone Person in Puerto Rico," Public Opinion Quarterly, Fall 1958, Vol. 22, pp. 330-40.
01784 CA

Back, Kurt W.

"Social Research as a Communication System," Social Forces, 1962, Vol. 41, No. 1, pp. 61-68.
02087 AAM

Back, K., Festinger, L., Hymanovitch, B., Kelley, H., Schachter, S. and Thibaut, J.

"The Methodology of Rumor Transmission," Human Relations, 1950, Vol. 3, pp. 307-312.
06691

Back, Kurt W., Hill, Reuben, and Stycos, J. Mayone

"Manner of Original Presentation and Subsequent Communication," Psychological Reports, 1957, Vol. 3, pp. 149-154.
01677 AA

- Back, Kurt W., Hill, Reuben, and Stycos, J. Mayone
"Population Control in Puerto Rico: The Formal and Informal Framework," Law and Contemporary Problems, 1960, Vol. 25, No. 3, pp. 558-576.
02086
- Back, K., Hill, R. and Stycos, J. M.
"The Puerto Rico Field Experiment in Population Control," Human Relations, 1957, Vol. 10, pp. 315-334.
03209
- Bailyn, L.
"Mass Media and Children: A Study of Exposure Habits and Cognitive Effects," Psychological Monographs, 1959, Vol. 73, No. 1.
-03648
- Bailyn, Lotte, Williams, Raymond, et.al.
"The Uses of Television," Journal of Social Issues, 1962, Vol. 18, No. 2, pp. 1-61.
02085
- Bain, Joe S.
Industrial Organization, New York: John Wiley & Sons, 1959, pp. 394-7.
06748
- Baird, Andrew W. and Bailey, Wilfred C.
Community Development Clubs in Alcorn County, Mississippi, Mississippi Agriculture Experiment Station Bulletin No. 597, May 1960.
03438 SA
- Baird, Karen
"A Pilot Project on Dissemination of Information to Higher Education Personnel," Detroit, Michigan: Wayne State University, Office of Education Grant, 1965, pp. 18.
05069 CLS
- Baker, B. H., Brown, F., Brown, M. L., Laski, L. and Phillips, D. K.
"Further Report on Experimental Evaluation of Mental Hygiene Techniques in School and Community," American Journal of Psychiatry, 1957, Vol. 113, pp. 733-739.
03547
- Baker, George
"The Place of Information in Developing Africa," African Affairs, July 1964, Vol. 63, pp. 209-22.
02276
- Baker, Norman R.
"Descriptive Model of Several Environmental Factors Affecting Industrial Operations Research - Management Science Activities," M.A. Thesis, Northwestern University, Department of Industrial Engineering and Management Sciences, August 1963.
01576
- Baker, Norman R.
The Influence of Several Organizational Factors on the Idea Generation and Submission Behavior of Industrial Researchers and Technicians. Ph.D. Thesis, January 1965.
01542 DA
- Baker, Norman R.
"On Idea Flow," A Working Paper, Northwestern University, Department of Industrial Engineering and Management Sciences, September 1963.
11892
- Baker, W. O., et. al.
Improving the Availability of Scientific Information in the United States, panel report of the President's Science Advisory Committee, 1958.
06747
- Bakonyi, Stefano
"Divergence and Convergence in Culture and Communication," Journal of Communication, 1958, Vol. 8, pp. 24-30.
05070
- Bakshi, B.
Differential Acceptance of Alkathene Storage Bin as Related to Levels of Exposure and Socio-economic Characteristics of the Farmers in Kanjhawla Block, M.S. Thesis, New Delhi, Indian Agricultural Research Institute, 1962.
05071
- Balanoff, Neal
"New Dimensions in Instructional Media," in Rossi, P. and Biddle, B. (eds.), The New Media and Education: Their Impact on Society, Chicago: Aldine Publishing Co., 1966, pp. 48-84.
06136 CLS
- Baler, Lenin
"The Utilization of Epidemiologic Indicators in Shaping Public Mental Health Policies," in Approaches to Research Utilization in Community Psychology: A Symposium, Washington, D.C.: American Psychological Association, 1967.
06322
- Bales, R. and Stroback, F.
"Phases in Group Problem Solving," Journal of Abnormal Social Psychology, 1951, Vol. 46, pp. 484-496.
06692
- Balinsky, B. and Dispenzieri, A.
"An Evaluation of the Lecture and Role-playing Methods in the Development of Interviewing Skills," Personnel Guidance Journal, 1961, Vol. 39, pp. 583-585.
05022

- Balogh, T.
"The Strategy and Tactics of Technical Assistance," Public Administration, Winter 1959, Vol. 37, pp. 327-42.
02575 CA
- Bandy, George
"Strategies for Change in Rural Communities," Paper presented at the NFIRE Conference, Denver, Colorado, March 19, 1969.
07115 CLS
- Banks, J. A., Korte, S. M. T., Mapes, R. E. A., and Wilson, C. W. M.
"The Drug House Representative," Sociological Review, July, 1964, Vol. 12, No. 2, pp. 155-168.
03427 CA
- Barakat, Halim et.al.
The Teacher as Innovator, Seeker and Sharer of New Practices, Center for Research on the Utilization of Scientific Knowledge, University of Michigan, pp. 27.
05073
- Barbe, R. H. and Hall, R. M.
"The Effects of Planned Change on National Agencies," Theory Into Practice, February 1966, Vol. 5, No. 1, pp. 54-57.
02509 CA
- Barber, Bernard
"Resistance by Scientists to Scientific Discovery," Science, September 1961, Vol. 134, No. 3479, pp. 596-602.
02807 CA
- Barber, Bernard
"Some Problems in the Sociology of the Professions," Daedalus, Fall, 1963, Vol 92, No. 4, p. 669.
07063
- Barber, Bernard and Hirsch, Walter (eds.).
The Sociology of Science, Glencoe, Illinois: The Free Press, 1962.
- 05067
- Barber, James D.
"Some Consequences of Pluralization in Government," Yale University, 1968, mimeo.
06528
- Barbichon, Guy
"The Influence of The Communication of Technical Knowledge and of the Social Norms of Knowledge on Training" (French Language) Sociologie du Travail, 1963, Vol. 5, pp. 387-396.
03398
- Barclay, H. B.
"Process in the Arab Sudan," Human Organization, Spring 1965, Vol.24, pp. 43-48.
05074
- Barclay, James R.
"Mobility, Cultural Change, and Educational Leadership," Family Life Coordinator, July-October, 1963, Vol. 12, Nos. 3-4, pp. 97-104.
05075
- Bareiss, G. and Others
Problem Des Beispiels Betriebes, Germany, Stuttgart, Eugen Ulmer, 1962.
05076
- Bargar, Robert, Guba, Egon and Okorodudu, Corahann
Development of a National Register of Educational Researchers. Columbus, Ohio: The Ohio State University, Research Foundation, Cooperative Project No. E-014, December 1965.
03540 AAM
- Bar-Hillel, Y.
"Is Information Retrieval Approaching a Crisis," American Documentation, 1967, Vol. 14, pp. 95-98.
06693
- Barkley, F. E.
"Law-in-the-Liberal Arts: An Appraisal and a Proposal for Experimentation," Journal of Legal Education, 1966, Vol. 19, No. 1.
05077
- Barnabas, A. P.
"Characteristics of 'Lay Leaders' in Extension Work," Journal of the M.S. University of Baroda, 1958, Vol. 7, pp. 1-21.
02522
- Barnabas, A. P.
Relationship Between Area of Assignment and Accomplishment of Individual Extension Workers, Allahabad, India: Allahabad Agricultural Institute Report, 1955.
05078 AA
- Barnabas, A. P.
Social Change in a North Indian Village, Ph.D. Thesis, Ithaca, New York: Cornell University, 1960.
05079
- Barnabas, A. P.
"Who Are the Village Leaders?" Kurukshetra, 1957.
05080 AAM
- Barnes, R. C. M.
"Some Recent Investigations Into Information Use at A.E.R.E., Harwell," Looking Forward in Documentation, Papers and Discussion, ASLIB 38th Annual Conference, 1964.
02131
- Barnes, Sherman B.
"The Entry of Science and History in the College Curriculum, 1865-1914," History of Education Quarterly, March 1964, 4:44-58.
06408

- Barnett, Homer G.
"The Acceptance and Rejection of Change,"
Zollschan, George K. and Hirsch, Walter
(eds.) Explorations in Social Change, Boston:
Houghton and Mifflin Company, 1964, pp. 345-
367.
00615 CA
- Barnett, Homer G.
"Diffusion Rates," in Manners, Robert A.
(ed.), Process and Pattern in Culture,
Chicago: Aldine, 1964.
02510 CA
- Barnett, Homer G.
Innovation: The Basis of Cultural Change,
New York: McGraw-Hill Book Company, 1953,
Ch. VII & VIII.
00620 CA
- Barnett, H. G.
"Laws of Socio-Cultural Change," Internation-
al Journal of Comparative Sociology, September
1965, Vol. 6, pp. 207-30.
01766 CA
- Barnlund, D. and Harland, C.
"Propinquity and Prestige as Determinants of
Communication Networks," Sociometry, 1963,
Vol. 26, pp. 467-479
06694
- Barrett, A. J.
"Linking Research and Design," ASLIB Proceed-
ings, December 1962, Vol. 14, pp. 438-453.
05081
- Barrett, J. and Tannenbaum, A.
Organization Theory, Management-Career Edu-
cation Project, Wayne State University (mimeo)
07219
- Barringer, Herbert R., Blanksten, George I. and
Mack, Raymond W. (eds)
Social Change in Developing Areas: A Rein-
terpretation of Evolutionary Theory?, Cam-
bridge, Mass.: Schenkman Co., 1966, 328 pp.
06912
- Barrington, Thomas M.
The Introduction of Selected Educational
Practices into Teachers Colleges and Their
Laboratory Schools, New York: Columbia Uni-
versity, Teachers College, 1953, 112 pp.
00575
- Barrow, L. C. Jr. and Westley, B. H.
Television Effects, A Summary of the Litera-
ture and Proposed General Theory, Madison:
University of Wisconsin Television Labora-
tory, Research Bulletin No. 9, 1958.
03560
- Barth, Ernest A. T.
"Community Influence System: Structure and
Change," Social Forces, 1961, Vol. 40, pp.
58-63.
06750
- Barton, A. and Wilder D.
"Research and Practice in the Teaching of
Reading: A Progress Report," Miles, Matthew
B. (ed.) Innovation in Education, New York:
Columbia University, Bureau of Publications,
Teachers College, 1964.
01175
- Barzel, Yoram
"Optimal Timing of Innovations," The Review
of Economics and Statistics, August, 1968,
Vol. 1, No. 3, p. 348.
07043 CLS
- Basu, R.N.
"Experiences with a Poorly Effective Oral
Contraceptive in an Indian Village," Demog-
raphy, 1964, Vol. 1, pp. 106-110.
02506
- Basu, Sunil Kumar
"How Adoption Studies Can Help Extension
Workers," Extension Bulletin No. 3, Department
of Agriculture and Community Development,
Government of West Bengal, January, 1966.
06202 CLS
- Basu, Sumil Kumar
"On Diffusion and Adoption of Farm Traits,"
Bulletin of the Cultural Research Institute,
1964, Vol. 3, pp. 47-51.
02505
- Battles, R.
"Working with the Professional Communicator,"
Agriculture Education Magazine, December 1964,
Vol. 37, pp. 134-135.
05085
- Bauder, Ward
Influences on Acceptance of Fertilizer
Practices in Piatt County, Champaign, Illinois:
Agricultural Experiment Station Bulletin, No.
679, 1961.
02504
- Bauder, Ward W.
Iowa Farm Operators' and Farm Landlords
Knowledge of, Participation in and Acceptance
of the Old Age and Survivors Insurance Pro-
gram, Ames, Iowa: Agricultural and Home Eco-
nomics Experiment Station Research Bulletin
479, 1960.
05086
- Bauer, C. K.
"Practical Applications of Automation in a
Scientific Information Center - A Case Study,"
Special Librarians, March 1964, Vol. 55, pp.
137-42.
02337
- Bauer, Raymond
"The Obstinate Audience: The Influence Process
from the Point of View of Social Communica-
tion," American Psychologist, 1964 Vol. 19,
No. 5, pp. 319-328.
02083 PA

- Bauer, Raymond A.
"Risk Handling in Drug Adoption: The Role of Company Preferences," Public Opinion Quarterly, 1961, Vol. 25, No. 4, pp. 546-559.
02082 PA
- Bauer, Raymond A.
Second-Order Consequences, Cambridge, Mass. and London, England: The M.I.T. Press, 1969.
07227
- Bauer, R. A.
"Social Psychology and the Study of Policy Formation," American Psychologist, 1966.
06530 Vol. 21, No. 10, pp. 933-942.
- Bauer, Raymond A. and Greyser, Stephen A.
Advertising in America: The Consumer View, Boston, Mass: Division of Research, Graduate School of Business, Harvard University, 1968.
07012
- Bauer, Raymond A. and Wortzel, Lawrence H.
"Doctor's Choice: The Physician and His Sources of Information About Drugs," Journal of Marketing Research, February 1966, Vol. 3, pp. 40-47.
02340 CA
- Bauman, Zygmunt
"Social Structure and Innovational Personality," Polish Sociological Bulletin, 1965, Vol. 1, No. 11, pp. 55-59.
02937 SA
- Bavelas, A. and Strauss, G.
"Group Dynamics and Intergroup Relations," in Whyte, W.F. (ed.) Money and Motivation, New York: Harper, 1955, pp. 90-06.
06073 CA
- Beach, Ruth I.
"The Effect of a 'Fear-Arousing' Safety Film on Physiological, Attitudinal and Behavioral Measures: A Pilot Study," Traffic Safety Research Review, 1966, Vol. 10, No. 2, pp. 53-57.
06547
- Beal, George M. and Bohlen, Joe
The Diffusion Process, Iowa Agricultural Experiment Station Special Reprint #18, Ames, Iowa: 1957.
03888
- Beal, George M. and Rogers, Everett M.
"The Scientist As A Referent in The Communication of New Technology," Public Opinion Quarterly, 1958, Vol. 22, pp. 555-563.
01351 CA
- Beal, G. M., Rogers E. M., and Bohlen, J. M.
"Validity of the Concept of Stages in the Adoption Process," Rural Sociology, June 1957, Vol. 22, pp. 166-168.
03561
- Bealer, Robert C. and Fliegel, Frederick C.
"A Reconsideration of Social Change in Rural Sociology," in Copp, James H. (ed.) Our Changing Rural Society: Perspectives and Trends, Ames Iowa: Iowa State University Press, 1964.
01051 SA
- Beattie, J. H. M.
"Culture Contact and Social Change," Journal of Sociology, June 1961, Vol. 12, pp. 165-175.
01743
- Bebermeyer, J.P. and Rogers E.M.
Mass Media and Interpersonal Communication in National Development, Working Paper 16, Department of Communication, Michigan State University, East Lansing, January 1966.
05394
- Becker, J.
"Demonstrating Remote Retrieval by Computer at Library/USA," ALA Bulletin, 1964, Vol. 58, pp. 822-24.
03566
- Becker, Howard and Boskoff, Alvin
Modern Sociological Theory in Continuity and Change, New York: Holt, Rinehart and Winston, 1957.
06235
- Becker, Marshall H.
"Factors Affecting Diffusion of Innovations Among Health Professionals," American Journal of Public Health, 1970, Vol. 60, No. 2, pp. 294-304.
07047 CLS
- Beckhard, R.
"Helping a Group with Planned Change: A Case Study," Journal of Social Issues, 1959, Vol. 15, No. 2, pp. 13-19.
03158 PA
- Beckhard R.
"An Organization Improvement Program in a Decentralized Organization," Journal of Applied Behavioral Science, 1966, Vol. 2, pp. 3-25.
07180
- Beeby, C. E.
The Quality of Education in Developing Countries, Cambridge: Harvard, University Press, 1965.
05088
- Beers, Howard W.
"Program Evaluation in India," Rural Sociology 1960, Vol. 25, No. 4, pp. 430-41.
03448 SA

- Beer, John J. and Lewis, W. David
"Aspects of the Professionalization of Science," Daedalus, Fall 1963, Vol. 92, No. 4, p. 764.
07068
- Beez, W. Victor
"Influence of Biased Psychological Reports on Teacher Behavior and Pupil Performance," in Proceedings of the 76th Annual Convention of the American Psychological Association, 1968, Washington, D.C.: American Psychological Association, 1968, pp. 605-606
07222
- Beissir, A. R.
"The Paradox of Public Belief and Psychotherapy," Psychotherapy: Theory, Research and Practice, 1965, Vol. 2, No. 2, pp. 92-94.
05089
- Belcher, John C.
"Acceptance of the Salk Polio Vaccine," Rural Sociology, 1958, Vol. 23, No. 2, pp. 158-170.
02870 CA
- Bellack, Arno, A.
"Knowledge Structure and the Curriculum," in Stanley Elam (ed.), Education and The Structure of Knowledge, Chicago: Rand McNally, 1964, pp. 263-67.
06409
- Bellack, Arno A.
"What Knowledge Is of Most Worth?" High School Journal, Feb. 1965, 48:318-32.
06410
- Belley, Bernard
"Toward a Measure of Pharmaceutical Advertising Effectiveness," Journal of Business, 1943, Vol. 16, pp. 107-114.
00687
- Bello, F.
"How to Cope with Information," Fortune, 1960, Vol. 62, pp. 162-167.
02110
- Belson, William A.
"Effects of Television on the Interests and Initiative of Adult Viewers in Greater London," British Journal of Psychology, 1959, Vol. 50, pp. 145-158.
01626
- Belson, William A.
"New Developments in Audience Research," American Journal of Sociology, 1958, Vol. 64, pp. 174-179.
01657
- Belson, W. A.
Television and the Family, London: British Broadcasting Corporation, 1959, 151 pp.
02080
- Bem, Daryl J.
"Self-Perception: An Alternative Interpretation of Cognitive Dissonance Phenomena," Psychological Review, 1967, Vol. 74, pp. 183-200.
06049
- Ben-David, Joseph
"Roles and Innovations in Medicine," American Journal of Sociology, May 1960, Vol. 65, pp. 557-568.
01736 CA
- Ben-David Joseph and Collins, Rnadall
"Social Factors in the Origins of a New Science: The Case of Psychology," American Sociological Review, August 1966, Vol. 31, No. 4, pp. 451-465.
02596
- Benedict, B., Calder, P., Callahan, D., Hornstein, H. and Miles, M.
"The Clinical-Experimental Approach to Assessing Organizational Change Efforts," Journal of Applied Behavioral Science, 1967, Vol. 3, No. 3, pp. 347-380.
06751
- Benedict, Barbara A. and others
"The Clinical-Experimental Approach to Assessing Organizational Change Efforts," New York: Columbia University, Horace Mann-Lincoln Institute of School Experimentation, 1966, 44 pp.
06751
- Benjamin, Roger W. and Kautsky, John H.
"Communism and Economic Development," American Political Science Review, 1968, Vol. LXII, No. 1, pp. 110-123.
06752
- Benne, Kenneth D. and Bozidar, Muntyan (eds.)
Human Relations in Curriculum Change, New York: The Dryden Press, 1951, pp. 363.
00576
- Benne, Kenneth D., Lippitt, Ronald and Seashore, Charles
"A Framework for Developing a Functional System of Storage and Retrieval of Resources for Laboratory Trainers," Mimeo.
03542 CLS
- Benne, Kenneth D.
"Deliberate Changing as the Facilitation of Growth," in Bennis, et.al., The Planning of Change, New York: Holt, Rinehart and Winston, 1961, pp. 230-234.
07099
- Benne, K. D., Morris, Sir Charles and Commager, H. S. et.al.
The University in the American Future, Lexington: University of Kentucky Press, 1966.
03526
- Bennett, E.
"Discussion, Decision, Commitment and Consensus in 'Group Decision'," Human Relations, 1955, Vol. 8, pp. 251-273.
06723

- Bennett, J. W.
"Innovative Potential of American-Educated Japanese." Human Organization, 1962-1963, Vol. 21, pp. 246-251.
00792
- Bennett, John W. and McKnight, Robert K.
"Approaches of the Japanese Innovator to Cultural and Technical Change," Annals of the American Academy.
06107 CLS
- Bennis, Warren
Changing Organizations, New York: McGraw-Hill, 1966, pp. 223.
05082
- Bennis, W. G.
"A New Role for the Behavioral Sciences: Effecting Organizational Change," Administrative Science Quarterly, 1963, Vol. 8, No. 2, p. 125.
03544 CLS
- Bennis, Warren G.
"A Reply : When Democracy Works," Transaction, July-August, 1966, pp. 35-36.
06317
- Bennis, Warren, G.
"The Social Scientist as Research Entrepreneur: A Case Study," Social Problems, 1955, Vol. 3, No. 1, pp. 44-49.
01217 SA
- Bennis, Warren G.
"Theory and Method in Applying Behavioral Science to Planned Organizational Change," Journal of Applied Behavioral Science, 1965, Vol. 1, p. 340.
06619
- Bennis, Warren, G., Benne, Kenneth D., and Chin, Robert (eds).
The Planning of Change, New York: Holt, Rinehart and Winston, 1962, 781 pp. (2nd Edition, New York: Holt, Rinehart & Winston, 1969)
01344
- Bennis, W. G., Berkowitz, N. T. and Affinito, M.
"Authority, Power and the Ability to Influence," Human Relations, 1958, Vol. 11, pp. 143-155.
03126 CA
- Bennis, Warren G. and Peter, Hollis W.
"Applying Behavioral Science for Organizational Change," Comparative Theories of Social Change, Ann Arbor, Michigan: The Foundation for Research on Human Behavior, 1966.
03842 ISR
- Benschoter, R. A., Wittson, C. L., Inghan, C. G.
"Teaching and Consultation by Television: I. Closed-Circuit Collaboration." Mental Hospitals, Vol. 16, No. 3, pp. 99-100.
02227 PA
- Benvenuti, B.
Farming in Cultural Change, New York: The Humanities Press.
02501
- Bereday, George F. and Lauwerys, Joseph A. (eds.)
Communication Media and the School: 1960 Yearbook of Education, Tarrytown, New York: World Book Co., 1960, 592 pp.
03556
- Berelson, Bernard
"On Family Planning Communication," Demography, 1964, Vol. 1, No. 1, pp. 94-105.
05091
- Berelson, Bernard and Freedman, Ronald
"A Study in Fertility Control," Scientific American, 1964, Vol. 210, pp. 29-37.
02499
- Berelson, Bernard, Schramm, Wilbur, Riesman, David and Bauer, Raymond A.
"The State of Communication Research," Public Opinion Quarterly, 1959, Vol. 23, pp. 1-17.
01611
- Berkowitz, L. and Cottingham, D. R.
"The Interest Value and Relevance of Fear Arousing Communications," Journal of Abnormal Social Psychology, January 1960, Vol. 60, pp. 37-43.
03343 AA
- Berlin, I. N.
"Learning Mental Health Consultation History and Problems," Mental Hygiene, 1964, Vol. 48, No. 2, pp. 257-266.
02079 CA
- Berlyne, D. E.
"Uncertainty and Conflict: A Point of Contact Between Information Theory and Behavior-Theory Concepts," Psychological Review, 1957, Vol. 64, pp. 329-339.
-01715
- Bernal, J. D.
"Preliminary Analysis of Pilot Questionnaire on the Use of Scientific Literature," The Royal Society Scientific Information Conference, June 21-July 2, 1948, London: The Royal Society, 1948, pp. 589-637.
02132
- Bernal, J. D.
"Scientific Information and Its Users," Aslib Proceedings, 1960, Vol. 12, pp. 432-438.
02783
- Bernal, J. D.
The Social Function of Science, London: G. Rutledge & Sons, 1946.
06100

- Bernard, Jesse
 "The Power of Science and the Science of Power," in Hill, Walter A. and Egan, Douglas (eds.), Readings in Organizational Theory: A Behavioral Approach, Boston: Allyn and Bacon, Inc. 1966, pp. 601-611.
 00638
- Bernard, Jessie, Shilling, Charles W. and Tyson, Joe W.
Informal Communication among Bio-Scientists, Washington, D.C.: George Washington University, Biological Sciences Communication Project, Part I, December 1963; Part II June 1964.
 01237
- Berner, M. K.
Development of Procedures and Techniques for the Analysis of the Relationships Between the Formal Organization of High School Systems and the Informal Communication Structures Within These Systems, Ph.D. Thesis, Urbana, Illinois: University of Illinois, 1957.
 03562 DA
- Bernick, Paul
 "New Skills for New Societies," in Hambidge, Gove (ed.) Dynamics of Development: An International Development Reader, New York: Praeger, 1964.
 01203
- Bertrand, Alvin L.
 "Agricultural Mechanization and Social Change in Rural Louisiana," Baton Rouge: Louisiana Agricultural Experiment Station Bulletin No. 458, 1951.
 02498
- Bertrand, Alvin L. and Others
 "Factors Associated with Agricultural Mechanization in the Southwest Region," Fayetteville, Arkansas Agricultural Experiment Station Bulletin, No. 567, 1956.
 02497
- Bertrand, A. L., and South, D. R.
 "The Acceptance of New and Improved Forestry Practices by NonIndustrial Forest Landowners," Hansborough, T. (ed.), Southern Forest and Southern People, Baton Rouge: Louisiana State University Press, 1963.
 02496
- Berul, Lawrence
Information Storage and Retrieval a State of the Art Report, Philadelphia: Auerback Corp., 1964.
 06753
- Berul, L. H., Elling, M. E., Karson, A., Shafritz, A. B., and Sieger, H.
Department of Defense User Need Study, Philadelphia: Auerback Corporation, 1965.
 05084
- Bessent, W. and Moore, Hollis, A. Jr.
 "The Effects of Outside Funds on School Districts," Bessent, Wailand and Moore, Hollis A. Jr. (eds.), Perspectives on Educational Change, New York: Appleton-Century-Crofts, 1966.
 00873
- Bettelheim, B. and Janowitz, M.
Dynamics of Prejudice: A Psychological and Sociological Study of Veterans, New York: Harper, 1950.
 07129
- Better Farming Methods
Agricultural Leaders: Who They Are, Better Farming Methods, 1958, 24 pp.
 03327
- Bhattacharyya, K.
 "New Trends in Scientific Communication," Calcutta Indian Association of Special Libraries and Information Centres, 1962, 10 pp.
 02789
- Bhola, Harbans Singh
The Configurational Theory of Innovation Diffusion, Columbus, Ohio: State University, College of Education, 42 pp.
 01062 CLS
- Bhola, H.S.
 "The Configurational Theory of Innovation Diffusion," Indian Educational Review 1967, Vol. 2, No. 1, pp. 42-72.
 06352
- Bhola, Harbans Singh
Innovation Research and Theory, Columbus, Ohio: School of Education, The Ohio State University, 1965, 155 pp.
 01821
- Bhosale, R. J.
 "Relative Effectiveness of Extension Techniques for Popularizing Improved Vegetable Growing in the I.C. Scheme Area, Nangloi," M.S. Thesis, New Delhi, Indian Agricultural Research Institute.
 -02495
- Biber, B.
 "The Integration of Mental Health Principles in the School Setting as Part of a Program of Primary Prevention," Caplan, G. (ed.), Prevention of Mental Disorders in Children, New York: Basic Books, 1961, pp. 323-352.
 03647
- Biber, B.
 "Teacher Education in Mental Health - From the Point of View of the Educator," Krugman, M. (ed.), Orthopsychiatry in the School, New York: American Orthopsychiatric Association 1958.
 03672

- Bible, B. L. and McComas, J. D.
"Role Concensus and Teacher Effectiveness,"
Social Forces, December 1963, Vol. 42, pp.
225-233.
00782 AA
- Biddle, Bruce J. and Rossi, Peter H.
"Educational Media, Education and Society,"
in Rossi, P. and Biddle, B. (eds.), The New
Media and Education: Their Impact on Society,
Chicago: Aldine Publishing Co., 1966, pp. 2-
45.
06135 CLS
- Biderman, Albert D.
"Effects of Communist Indoctrination Attempts:
Some Comments Based on An Air Force Prisoner-
of-war Study." Social Problems, 1959, Vol. 6,
pp. 304-313.
01622
- Bidwell, Charles E.
"The School as a Formal Organization,"
Handbook of Organizations, March, James G.,
ed., Chicago: Rand McNally, 1965, pp. 972-
1022.
06755
- Bidwell, Charles E. and Vreeland, Rebecca S.
"Authority and Control in Client-Serving
Organizations," Sociology Quarterly, 1963,
Vol. 4, No. 3, pp. 231-242.
02811 CA
- Bigaman, Ronald
"Scientist and Scientific Literature, A Sym-
posium," American Documentation, April 1963,
Vol. 14, pp. 161-162.
02770 CA
- Bigelow, Donald N.
"Title XI. National Defense Education Act,"
Audio-Visual Instruction, 1965, Vol. 10, pp.
633-634.
06037 CA
- Binderman, A. J.
"Mental Health Consultation: Theory and Prac-
tice," Journal of Consulting Psychology, 1959,
Vol. 23, pp. 473-482.
01335 CA
- Binger, J. L.
"Contributions of Government Agencies to the
Guidance Movement," Personnel Guidance Jour-
nal, 1957, Vol. 35, pp. 587-590.
03548 CA
- Bisco, Ralph L.
"Information Retrieval from Data Archives:
The ICPR System," American Behavioral Sci-
entist, June 1964, Vol. 7, No. 10, pp. 45-48.
05092
- Bisco, Ralph L.
"Social Science Data Archives: A Review of
Developments," American Political Science
Review, March 1966, Vol. 60, No. 1, pp. 93-
110.
02594 CA
- Bishop, Richard W.
"Evaluating Simulator Instruction for Accom-
plishing Driver Education Objectives," Traf-
fic Safety Research Review, 1967, Vol. 11,
No. 1, pp. 12-17.
06548
- Bishop, Rowland and Coughenour, C. Milton
"Discontinuance of Farm Innovations," Colum-
bus: The Ohio State University, Department of
Agricultural Economics and Rural Sociology,
Mimeo Bulletin AE 361, 1964.
02494
- Bittner, Ruford F.
"Farm Practice Adoption as Related to Exten-
sion Participation and Importance of Enter-
prise," M.S. Thesis, East Lansing: Michigan
State University, 1959.
02493
- Bivona, William A., et. al.
Selective Dissemination of Information: Review
of Selected Systems and a Design for Army
Technical Libraries, Reading, Mass.: Infor-
mation Dynamics Corp., 1966.
06756
- Bixby, Paul W. and others
"Campus School to a Research and Dissemina-
tion Center," Abstract No. ED 003 774, Office
of Education Research Reports 1956-65, Resu-
mes, Washington, D.C.: Government Printing
Office, 1967, p. 284.
06620
- Bjerstedt, Ake
"Reduction of 'Barrier Tendencies' During Ex-
perience of International co-Living," Acta
Psychologica, 1958, Vol. 14, pp. 329-346.
-01640 CA
- Bjorksten, J.
"Research Park and R & D Procedures," Research
/Development, August 1965, Vol. 16, pp. 18-21.
02195
- Blackman, Charles A.
The Process of Change, East Lansing, Michigan:
College of Education, Michigan State Univer-
sity, 1965.
01362
- Blackmore, John and Others
"Test-Demonstration Farms and The Spread of
Improved Farm Practices in Southwest Virginia,"
Knoxville: Tennessee Valley Authority Report,
P 55-3, 1955.
02492 AA

- Blackwell, Gordon W.
"Multidisciplinary Team Research." Social Forces, 1955, Vol. 33, No. 4, pp. 367-374.
01218 CA
- Blake, Robert R. and Mouton, Jane Strygley
"The Dynamics of Influence and Coercion," International Journal of Social Psychiatry, 1957, Vol. 2, pp. 263-274.
- 04026 PA
- Blake, Robert R. and Mouton, Jane S.
Increasing the Flow and Utilization of New Ideas in Organizational Problem Solving. Austin Texas: Scientific Methods, Inc.
03543 CLS
- Blake, R. R. and Mouton, Jane S.
The Managerial Grid, Houston: Gulf Publishing Co., 1961
06198
- Blake, R. and Mouton, J.
Corporate Excellence through Grid Organization Development, Houston, Texas: Gulf Publishing Co., 1968.
07019
- Blake, R. and Mouton, J.
Grid Organizational Development, Houston, Texas: Gulf Publishing Company, 1968.
07153
- Blake, R., Mouton, J. and Hain, J.
"Social Forces in Petition Signing," Southwest Social Quarterly, 1956, Vol. 36, pp. 385-390.
07023
- Blalock, T. C.
State Legislators' Perception of the North Carolina Cooperative Agricultural Extension Service, Ph.D. Thesis: Madison: University of Wisconsin, 1963.
03570 DA
- Blank, Stanley S.
"Teaching Machines: What Have Studies in The Classroom Shown?" California Journal of Educational Research, 1961, Vol. 12, pp. 99-115.
02078 PA
- Blanke, Virgil E. (ed.)
"Planning for Educational Change." Theory Into Practice, February 1966, Vol. 5, No. 1, pp. 60.
00584
- Blatt, Burton
"Measuring and Modifying Behavior of Special Education Teachers," Mental Retardation, December 1964, pp. 339-344.
03528
- Blatt, Burton
"The Preparation of Special Education Personnel." Review of Education Research, February 1966, Vol. 36, pp. 151-159.
03527
- Blau, Peter M.
Bureaucracy in Modern Society, New York: Random House, 1955.
06221
- Blau, P. M.
"Orientation Toward Clients in a Public Welfare Agency," Administrative Science Quarterly, December 1960, Vol. 5, pp. 342-361.
00927 AA
- Blau, Zena Smith
"Exposure to Child-Rearing Experts: A Structural Interpretation of Class-Color Differences," American Journal of Sociology, 1964, Vol. 69, No. 6, pp. 596-608.
03421 SA
- Bliss, Wesley
"In the Wake of the Wheel: Introduction of the Wagon to the Papago Indians of Southern Arizona," Spicer, Edward H. (ed.) Human Problems in Technological Change, 1952, N.Y.: Russell Sage Foundation.
02491
- Block, J. and Bennett, L.
"Assessment of Communication: Perception and Transmission as a Function of the Social Situation," Human Relations, 1955, Vol. 8, No. 3, pp. 317-325.
01762 CA
- Bloom, B.S.
"Thought Processes in Lectures and Discussions," Journal of General Education, 1953, Vol. 7, pp. 160-169.
07085
- Bloom, Benjamin S.
"Twenty-Five Years of Educational Research," American Educational Research Journal, May 1966, 3:211-21.
06411
- Bloom, S. W.
"Changing Perspectives in Medical Education: From the View of the Sociology of Knowledge," Pharos, 1958, Vol. 21, pp. 3-5.
05094
- Blum, Richard H. & Downing, J. J.
"Staff Response to Innovation in a Mental Health Service." American Journal of Public Health, 1964, Vol. 54, pp. 1230-1240.
02936 SA

- Blum, R. H. & Funkhouser, M. L.
"Legislators on Social Scientists and A Social Issue: A Report and Commentary on Some Discussions with Lawmakers About Drug Abuse."
Journal of Applied Behavioral Science, 1965,
 Vol. 1, No. 1, pp. 84-112.
 02231 AA
- Blum, R. H. & Funkhouser, M. L.
"A Lobby for People?" American Psychologist,
 1965, Vol. 20, No. 3, pp. 208-210.
 02235 CA
- Blumenthal, Murray (ed.)
The Denver Symposium on Mass Communications Research for Safety: A Critical Review of the Literature and a Proposed Theory by H. A. Mendelsohn, National Safety Council, 1964,
 288 pp.
 06550
- Boek, Walter E.
"Postgraduate Education," Journal of the Kansas Medical Society, 1964, Vol. LXV, No. 10, pp. 492-497.
 06131 CA CLS
- Boek, Walter E. & Hilleboe, Herman E.
"Role of a Social Scientist in Public Health," Human Organizations, Summer 1955, Vol. 14, No. 2, pp. 25-27.
 02913 CA
- Boehm, W. W.
"The Professional Relationship Between Consultant and Consultee," American Journal of Orthopsychiatry, 1956, Vol. 26, pp. 241-248.
 03550 CA
- Bogart, L.
"Measuring the Effectiveness of an Overseas Information Campaign," Public Opinion Quarterly, Winter 1957-1958, Vol. 21, pp. 475-498.
 01786 CA
- Bogart, Leo
"The Spread of News on a Local Event: A Case History," Public Opinion Quarterly, 1951, Vol. 15, pp. 769-772.
 02490
- Bogue, Donald J. and Palmore, James A.
"The Eastern Kentucky Private Physician-Plus-Education Program," Bogue, Donald J. (ed.), The Rural South Fertility Experiments, 1966.
 02488
- Bogue, Donald J. and Others
The Rural South Fertility Experiments.
 Chicago: University of Chicago, Community and Family Study Center, 1966.
 02489
- Bohlen, Joe M.
"The Adoption and Diffusion of Ideas in Agriculture," Copp, James H. (ed.), Our Changing Rural Society: Perspectives and Trends, Ames, Iowa: Iowa State University Press, 1964.
 01198 SA
- Bohlen, Joe M. and Others
The Iowa Farmer and Agricultural Chemicals: Attitudes, Level of Knowledge and Patterns of Use, Ames: Iowa: Iowa State University, Rural Sociology Report, 1959, pp. 8.
 02487
- Bolen, Frank M.
"A Technique for the Real Time Measurement of the Flow of Ideas in Industrial Laboratories," A Master's Thesis, August 1963.
 01548
- Bond, Betty Wells
The Group-Discussion-Decision Approach: An Appraisal of its Use in Health Education, Doctoral Thesis, University of Minnesota, Duluth, Minn., 1955.
 07037
- Bonilla, Elssy
La Prediccion De La Adopcion De Hortalizas En Tres Comunidades Colombianas. Monografia Para Licenciatura, Bogata, Universidad Nacional De Colombia, Facultad De Sociologia, 1964.
 02486
- Bonser, Howard J.
Better Farming Practices Through Rural Community Organizations, Knoxville: Tennessee Agricultural Experiment Station Bulletin 286, 1958.
 02484 AA
- Bonser, Howard J.
Better Homemaking Practices Through Rural Community Organizations, Knoxville: Tennessee Agricultural Experiment Station Bulletin 287, 1958.
 02483 AA
- Boodman, David M.
"A Systems Review of Traffic Safety: The Evolution of a Problem in Cost-Effectiveness," Operations Research, Fall 1966, Vol. 14, Supplement 2, p. B-187.
 06549
- Booth, Alan
Factors Which Influence Participation in Adult Education Conferences and Programs by Members of Professional Associations, Lincoln: University of Nebraska, Adult Education Research Report, 1966.
 06397

- Booth, David A.
"Change and Political Realities," Miller, Richard I. (ed.), A Multidisciplinary Focus on Educational Change, Lexington, Kentucky: Bureau of School Service, College of Education, University of Kentucky, 1965, pp. 56-71.
01341
- Bordus, David J. and Reiss, Albert J. Jr.
"Law Enforcement," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 275-303.
06621
- Borgatta, E. F.
"Research: Pure and Applied." Group Psychotherapy, 1955, Vol. 8, pp. 263-277.
03549
- Borko, H.
"Storage and Retrieval of Educational Information." Journal of Teacher Education, Dec. 1964, Vol. 15, pp. 449-452.
03565
- Borman, Leonard D.
"The Marginal Route of a Mental Hospital Innovation." (1965) Paper presented at the annual meeting of the Society for Applied Anthropology, Lexington, Kentucky.
02482
- Borns, W. J.
"Changing Role of the Technical Information function in Industrial Research." Special Libraries Council at Philadelphia and Vicinity Bulletin, Nov. 1961, Vol. 28, p. 65.
02782
- Bose, Santi Priya
The Adopters, Calcutta: West Bengal Department of Agriculture, Extension Bulletin 2, 1964.
02481 CLS
- Bose, Santi Priya
"Aims and Methods of Agricultural Extension and their Adaptation to the Human Factor in Developing Countries." Paper presented at Rehovoth Conference on Comprehensive Planning of Agriculture in Developing Countries, Rehovoth, Israel, 1963.
02516 CA
- Bose, Santi Priya
"Characteristics of Farmers Who Adopt Agricultural Practices in Indian Villages." Rural Sociology, 1961, Vol. 26, No. 2, pp. 138-145.
03444
- Bose, Santi Priya
"The Diffusion of a Farm Practice in Indian Villages." Rural Sociology, 1964, Vol. 29, No. 1, pp. 53-66.
03401
- Bose, Santi Priya
"Eadpur: A Study into Rice Yields of a West Bengal Village", Department of Agriculture, Government of West Bengal, 1963.
06203 CLS
- Bose, Santi Priya and Basu, Suni Kumar
"Influence of Reference Groups on Adoption Behavior of Farmers." Cultural Research Institute, 1963, Vol. 2, pp. 62-65.
02513 CA
- Bose, Santi Priya
"Peasant Values and Innovation in India." American Journal of Sociology, 1962, Vol. 67, No. 2, pp. 552-560.
02841
- Bose, S. P.
"Relative Influence of Socio-Economic Factors on the Acceptance of the Cow-Dung Gas Plant by the Farmers when exposed to Extension Teaching." M. S. Thesis, New Delhi, Indian Agricultural Research Insititue, 1960.
02511
- Bose, Santi Priya
"Social and Cultural Factors in Farm Management Efficiency." Unpublished paper, Calcutta, India, West Bengal Department of Agriculture, Socio-Agro-Economic Research Organization, 1964.
02480
- Bose, Santi Priya
Sociocultural Factors in Farm Efficiency, Research Bulletin No. 2, Department of Agriculture and Community Development, Government of West Bengal, 1966.
06204 CLS
- Bose, Santi Priya and Dasgupta, Satadal
The Adoption Process, Calcutta: West Bengal Department of Agriculture. Socio-Agro-Economic Research Organization. Extension Bulletin 1., 1962.
02517 CA CLS
- Boskoff, Alvin
"Social and Cultural Patterns in a Suburban Area: Their Significance for Urban Change in the South." The Journal of Social Issues, Jan. 1966, Vol. 22, No. 1, pp. 85-100.
02592 AA
- Boskoff, Alvin
"Social Change, : in Becker, Howard and Boskoff, Alvin, (eds.) Modern Sociological Theory in Continuity and Change, New York: Rinehart and Winston, 1957.
06391
- Bositan, Lloyd, R.
Socio-Economic Factors Associated with Communications Behavior of Farm Operators in Selected Wisconsin Counties. Ph.D. Thesis, University of Wisconsin, 1959.
03894

- Bositan, Lloyd R. and Oliveira, Fernando
 "Relationships of Literacy and Education to Communication and to Social and Economic Conditions on Small Farms in Two Municipios of Southern Brazil," Paper Presented at the Rural Sociological Society, Chicago, 1965.
 02479
- Bositan, Lloyd R. and Ross, John E.
 "Functions and Meanings of Mass Media for Wisconsin Farm Women," Journalism Quarterly, 1965, Vol. 42, No. 1, pp. 69-76.
 02990 SA
- Boujer, F. H.
 "What is Engineering Psychology and What can it Contribute to Human Problems in Industry?" Mens Onderneming, 1962, Vol. 16, No. 3, pp. 155-158.
 03238
- Boulding, Elise, (ed.)
Conflict Management in Organizations, Ann Arbor: Foundation for Research on Human Behavior, 1961.
 06214 CLS
- Bourne, Charles P.
 "Evaluation of Indexing Systems," in Cuadra, Carlos, Annual Review of Information Science and Technology, Vol. 1, New York: Interscience, 1966, pp. 171-190.
 06757
- Boutry, G. A.
 "Some Aspects of the Problems of Scientific Information." Impact of Science on Society, 1962, Vol. 12, No. 3, pp. 203-210.
 02939
- Bowden, Leonard W.
Diffusion of the Decision to Irrigate: Simulation of the Spread of a new resource management practice in the Colorado Northern High Plains. Chicago, University of Chicago, Department of Geography Research Paper 97, 1965.
 02478
- Bowden, Leonard Walter
Pump Irrigation in the Colorado Northern High Plains, Ph.D. Thesis, Worcester, Massachusetts Clark Univ., 1965.
 02477
- Bowden, Leonard W.
 "Simulation of Diffusion of Irrigation Wells in the Colorado Northern High Plains," Paper Presented at the Working Conference on Spatial Simulation Systems, Pittsburgh, 1964.
 02476
- Bowers, D. and Seashore, S.
 "Predicting Organizational Effectiveness with a Four-Factor Theory of Leadership," Administrative Science Quarterly, 1966, pp. 238-263.
 07184
- Bowers, J. Z.
 "A Comprehensive Evaluation of the Development of the Medical Curriculum." Journal of Medical Education, 1958, Vol. 33, No. 3, Part 2, pp. 293-296.
 03137
- Bowers, K.
The Extent to which Equipment and Facilities Essential to an Audio-Visual Program have been provided in Elementary Schools Constructed Between 1945 and 1951 and recommended for Future Construction. Ph.D. Thesis, New York: New York University, 1956.
 03563 DA
- Bowers, N. D. & Soar, R. S.
 "Studies of Human Relations in the Teaching-Learning Process V. Final Report: Evaluation of Laboratory Human Relations Training for Classroom Teachers." Chapel Hill: University of North Carolina, U.S. Department of Health, Education and Welfare, Cooperative Research Project 469, 1961.
 13663
- Bowers, Raymond V.
 "Differential Intensity of IntraSocietal Diffusion." American Sociological Review, 1938, Vol. 3, pp. 21-31.
 02475 CA
- Bowers, Raymond V.
 "The Direction of Intra-Societal Diffusion," American Sociological Review, 1937, Vol. 2, pp. 826-836.
 02474 CA
- Bowers, Raymond V.
 "The Military Establishment," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York, Basic Books, 1967, pp. 234-274.
 06622
- Bowles, F.
 "Patterns of Development in Higher Education," International Review of Education, 1965, Vol. 11, No. 1, pp. 21-30.
 03666
- Bowman, M. J. and Anderson, A.
 "Theoretical Considerations in Educational Planning," Adams, Don (ed.), Educational Planning, Syracuse University, New York Center for Developing Education, All-University School of Education, 1964.
 01429
- Bowman, P. H.
 "The Role of the Consultant as a Motivator of Action." Mental Hygiene, New York, Jan., 1959, Vol. 43, pp. 105-110.
 01319 CA

Boyan, Norman J.

"Problems and Issues of Knowledge Production and Utilization in Educational Administration," paper prepared for UCEA Career Development Seminar, Knowledge Production and Utilization: Role Emergence and Reorganization, October 23-25, 1967.

06225 CLS

Boyle, R. P.

The Diffusion and Adoption of Innovations: a Study of an Indian Student Community, M.A. Thesis, Seattle, University of Washington, 1963.

02473

Bradford, L., Gibb, J. and Benne, K. D.

T-Group Theory and Laboratory Method, New York: John Wiley & Sons, 1964.

-06196

Brady, Dorothy S. and Adams, F. Gerald

The Diffusion of New Products and their impact on Consumer Expenditures. Philadelphia, University of Pennsylvania Economics Research Services Unit Mimeo Report, 1962.

02472

Brady, Rodney H.

"Computers in Top-Level Decision Making," Harvard Business Review, 1967, Vol. 45, pp. 67-76.

06071

Brandes, E.

"The Economic Necessity of Educational Change" Proceedings of the Conference on the Implementation of Educational Innovations, Santa Monica, Calif., System Development Corporation 1964.

00582

Brandner, Lowell

Evaluation for Congruence as a Factor in Accelerated Adoption of an Agricultural Innovation. Ph.D. Thesis, Madison, University of Wisconsin, 1960

02471 DA

Brandner, Lowell and Bryant, Kears

"Evaluation of Congruence as a Factor in Adoption Rate of Innovations," Rural Sociology, 1964, Vol. 29, No. 3, pp. 288-303.

02076

Brandner, Lowell and Straus, Murray A.

"Congruence Versus Profitability in the Diffusion of Hybrid Sorghum," Rural Sociology, 1959, Vol. 24, pp. 381-383.

02469

Brazziel, William F. Jr.

"Meeting the Psychosocial Crises of Negro Youth Through a Coordinated Guidance Service," Journal of Negro Education, 1958, Vol. 27, pp. 79-83.

01627 CA

Breed, Warren

"Newspapers, 'Opinion Leaders' and Processes of Standardization." Journalism Quarterly, Summer 1955, Vol. 32, No. 3, pp. 277-284, 328. 02918 SA

Brehm, J. W. and Cohen, A. R.

Explorations in Cognitive Dissonance, New York: John Wiley and Sons, 1962.

-06277

Brembeck, C.

"Educational Planning in Thailand," Adams, Don (ed.) Educational Planning, Syracuse University, New York Center for Developing Education, All-University School of Education, 1964.

01654

Bressler, Marvin

"Sociology and Collegiate General Education," in Lazarsfeld, Paul F., Sewell, William H., and Wilensky, L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 45-62.

06623

Brickell, H. M.

Commissioner's 1961 Catalog of Educational Change, Albany: New York State Education Department, 1961, pp. 200

00579

Brickell, H. M.

"Dynamics of Change." National Association of Secondary School Principals, 1963.

01181 CA

Brickell, H. M.

"The Dynamics of Educational Change." Theory into Practice, April, 1962, Vol. 1, No. 2, pp. 81-88. (NOTE: "Full Report" in Brickell, H.M. Organizing New York State for Educational Change, 1961, Albany, N.Y.: State Department of Education).

03523

Brickell, H. M.

"The Local School System and Change," Miller, R. (ed.) Perspectives on Educational Change, New York: Appleton-Century-Crofts, 1966.

00875

Brickell, Henry M.

Organizing New York State for Educational Change, 1961, Commissioner of Education, State Education Department, Albany, New York, 107 pp.

03076

Brickell, H. M.

"State Organization for Educational Change: A Case Study and A Proposal," Miles, Matthew B. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, New York, 1964.

00845

- Brickell, H.
Stat: Organization for Educational Means, Symposium on Identifying Techniques and Principles for Gaining Acceptance of Research Results of Use of Newer Media in Education, Teachers College, University of Nebraska, 1964.
 00862
- Brickell, Henry M.
"State Organization for Educational Needs," Mierhenry, Wesley (ed.), Media and Educational Innovation: Preliminary Report, Sept. 30, 1964, Office of Education, U.S. Department of Health, Education and Welfare in coop. with Univ. of Nebraska.
 03075 CA
- Brickley, F. M.
"Use of the Analytic Group Discussion Method with Teachers, in Krugman, M. (ed.) Orthopsychiatry and the School, New York: American Orthopsychiatric Association, Inc. 1958, pp. 213-221.
 03649 CA
- Brickman, P.
Performance Expectations and Performance, unpublished paper, December, 1966.
 -06263
- Brickman, P.
"Professional Education outside the USA." Education for the Professions, 1962, 61st Yearbook, Pt. II, pp. 68-100, National Society for the Study of Education, Chicago: University of Chicago Press.
 03571
- Bridges, Edwin M.
"Teacher Participation in Decision-Making," Administrator's Notebook, 1964, Vol. 12, pp. 1-4.
 06758
- Bright, James R.
Research, Development, and Technological Innovation: An Introduction, Homewood, Illinois: Richard D. Irwin, Inc., 1964.
 03792
- Bright, James R. (ed.)
Technological Planning on the Corporate Level, Boston: Harvard University Graduate School of Business Administration, 1962.
 03807
- Brightman, Jay and others.
"Knowledge and Utilization of Health Resources by Public Assistance Recipients," American Journal of Public Health, Feb. 1958, Vol. 48, pp. 188-199; March 1958, Vol. 48, pp. 319-327.
 03322
- Brim, Orville G., Jr.
"The Acceptance of New Behavior in Child-Rearing." Human Relations, 1954, Vol. 7, pp. 473-491.
 03557 CLS
- Brim, Orville G., Jr.
Education for Child Rearing, New York: Russell Sage Foundation, 1959.
 03558
- Brinton, Gerald Slike
Pennsylvania and Federal Aid to Education, Ph.D. Thesis, University of Maryland, 1964, 271 pp.
 06759
- Britt, Steuart Henderson
"The Application of Social Science Findings to Advertising," American Management Association, Management Report, 1958, No. 15, pp. 94-100.
 03219
- Britt, Steuart Henderson
Consumer Behavior and the Behavioral Sciences, Chicago: Northwestern University, 1966.
 03796
- Britt, Steuart Henderson
"Psychological Research in Advertising," Proceedings of the Annual Ohio State University Advertising Conference, 1956, Vol. 13, pp. 51-59.
 02074
- Britt, Steuart Henderson
The Spenders, New York: McGraw-Hill, 1960, Vol. 13, p. 293.
 02075
- Britt, Steuart H. and Boyd, Harper W., Jr.
Marketing Management and Administrative Action, New York: McGraw-Hill Book Co., 1963.
 03800
- Brody, H. C.
Analysis of the Documentation of Meteorology Research to Determine the Increase of American Usage of Foreign Science, 1961, M.A. Thesis, Catholic University of America, 32 pp.
 02793
- Brooks, H.
"On Coherences and Transformations: Scientific Concepts and Cultural Change," Daedalus, Winter 1965, Vol. 94, pp. 66-83.
 00810 CA
- Brooks, Harvey
"National Science Policy and Technology Transfer," Proceedings from Technology Transfer and Innovation sponsored by the National Planning Association, National Science Foundation, May 15-17, 1966, p. 53.
 07054

- Broudy, Harry
Criteria for the Theoretical Adequacy of Conceptual Framework of Planned Educational Change, Conference on Strategies for Educational Change, sponsored jointly by USOE and Ohio State University, Vol. I, No. 4, Dec. 1965.
 00884
- Broudy, Harry S., Smith, B. Othanel, and Burnett, Joe R.
Democracy and Excellence in Secondary Education, Chicago: Rand McNally, 1964, 302 pp.
 06412
- Broussard, E. R.
"A Study to Determine the Effectiveness of Television as a Means of Providing Anticipatory Counseling to Primiparae During the Post Partum Period." Dissertation Abstracts, 1965, Vol. 26, No. 1; pp. 487-488.
 03196
- Brown, Alan F.
"Research on Organizational Dynamics: Implications for School Administrators," Journal of Educational Administration, 1967, Vol. 5, pp. 36-49.
 06760
- Brown, C. H.
Scientific Serials: Characteristics and Lists of Most Cited Publications in Mathematics, Physics, Chemistry, Geology, Physiology, Botany, Zoology, and Entomology, Chicago: Association of College and Reference Libraries 1956.
 05095
- Brown, Emory J. and Deckens, Albert
"Role of the Extension Subject Matter Specialist," Rural Sociology, 1958, Vol. 23, No. 3, pp. 263-276.
 02866 SA
- Brown, Francis C.
"The Impact of Government Research on Business Firms," Research Management, 1962, Vol. 5, pp. 339-359.
 06022 CA
- Brown, Jack E.
"The National Science Library: Information Center for Industry." Industrial Canada, March 1965, Vol. 65, pp. 22-27.
 02284
- Brown, James W., and Thornton, James W. Jr. (eds.)
New Media in Higher Education, Washington, D.C.: Assoc. for Higher Education, a department of N.E.A. and the Division of Audio-visual Instructional Service, N.E.A., 1963, 182 pp.
 03569
- Brown, Lawrence Alan
Diffusion Dynamics: A Review and Revision of the Quantative Theory of the Spatial Diffusion of Innovation, Ph.D. Thesis, Evanston, Illinois: Northwestern University, 1966.
 06413
- Brown, Roger
Social Psychology, New York: Free Press, 1965.
 -06254
- Brown, R. S., Jr.
"Legal Research: The Resource Base and Traditional Approaches," American Behavioral Scientist, Dec. 1963, Vol. 7, pp. 3-7.
 00926
- Brown, Warren B. and Goslin, L. N.
"Research & Development conflict: manager vs. scientist valuable scientific manpower must not be wasted through poor leadership." Business Topics, Summer 1965, Vol. 13, pp. 71-79.
 01169 AA
- Brown, W. S., Pierce, J. R., and Traub, J. F.
"The Future of Scientific Journals," Science, Dec. 1, 1967, Vol. 158, pp. 1153-1159.
 06251
- Brownson, H. L.
"Research on Handling Scientific Information," Science, Dec. 30, 1962, Vol. 132, pp. 1922-1930.
 00925 CA
- Buchanan, Paul C.
"The Concept of Organization Development or Self-Renewal as a Form of Planned Change," Concepts for Social Change, Baltimore, Md. Published by N.T.L., NEA for COPED, Mar. 1967, pp. 1-9.
 03618
- Buchanan, Paul C.
"Crucial Issues in Organizational Development" Changes in School Systems, Washington, D.C.: COPED, N.T.L., NEA, 1967.
 03568
- Buchanan, Paul C.
"Evaluating the Effectiveness of Laboratory Training in Industry," Explorations in Human Relations Training and Research, National Training Laboratories, National Educational Association, Washington, D.C., 1965, No. 1.
 05096 CLS
- Buchanan, Paul C.
"Innovations in Education," FGSE Newsletter, 1965, Vol. 4, p. 3.
 03661

- Buchanan, Paul C.
 "Innovative Organizations - a Study in organization development," Applying Behavioral Science Research, Monograph No. 23, New York: Industrial Relations Counselors, 1964.
 03677
- Buchanan, W. and others.
 "The Legislator as Specialist," Western Politics Quarterly, Sept. 1960, Vol. 13, pp. 636-651
 00924 CA
- Buck, Roger L.
 "Behavioral Scientists in Schools of Medicine," Journal of Health and Human Behavior, 1961, Vol. 2, p. 60.
 06624
- Buck, Rodger L.
 "Training social scientists for medical research and teaching," Journal of Health and Human Behavior, 1960, Vol. 1, No. 1, pp. 53-55.
 02927 CA
- Buckingham, W.
 "Educational Implications of our Changing Occupational Structure," Abbott, Mac C. and John T. Lowell (eds.), Change Perspectives in Educational Administration, Auburn, Alabama, Auburn University, 1965.
 00574
- Buckley, F. M.
 "Use of the Analytic Group Discussion Method with Teachers," Krugman, M. (ed.), Orthopsychiatry and the School, New York: American Orthopsychiatric Association, 1958, pp. 213-221.
 03649 CA
- Bucklow, Maxine
 "A New Role for the Work Group," Administration Science Quarterly, 1966, Vol. 11, pp. 59-78.
 07220
- Budd, Richard W. and others.
 "Regularities in the Diffusion of two major news events," Journalism Quarterly, 1966, Vol. 43, pp. 221-230.
 02467 CA
- Budner, Stanley
 "Individual Predispositions and External Pressures: A Note on Determinants of Attitudes," Journal of Social Psychology, 1960 - Feb., Vol. 51, pp. 145-156.
 01670
- Bugbee, George
 "A Survey of the Pharmacist as a Professional Man," Paper given at 3rd Annual Session, Pharmacy's Public Health Forum, Brooklyn, New York, March 13, 1956.
 00669
- Bundy, McGeorge
 "The Scientist and National Policy," Science, March 1963, 139 3557, 1, pp. 805-809.
 03375 SA
- Bunker, Douglas R.
 "Valid communication and understanding people," From paper for Leadership Training Institute, conducted by N.T.L. for Washington Urban League, 1962.
 -03541 CLS
- Burchinal, Lee
 "Needed: Local, One-Stop Information Centers," Educational Researcher, special supplement, 1967, pp. 8-9.
 06576
- Burchinal, Lee
 "The Production of Title IV and Other Training Programs in Relation to Anticipated Demand," paper presented at American Educational Research Association 1967 Annual Meeting, New York, Feb. 17, 1967.
 06031
- Burkholder, David
 "The Role of the Pharmaceutical Detailman in a Large Teaching Hospital," American Journal of Hospital Pharmacy, June, 1963, Vol. 20, pp. 274-285.
 00671 CA
- Burleson, G. L.
Studying Extension Work with Farmers and Farm Homemakers in Washington Parish, Louisiana: Negro Families, Baton Rouge, Louisiana Agricultural Extension Service Mimeo Bulletin, 1950.
 02465
- Burleson, G. L.
Studying Extension Work with Farmers and Farm Homemakers in Washington Parish, Louisiana: White Families, Baton Rouge, Louisiana Agricultural Extension Service Mimeo Bulletin, 1950B.
 02464
- Burnham, Brian
Implementing Curriculum Innovations, (A Background Paper for the Study of Strategies for Curriculum Change.) Toronto, Canada Ontario Curriculum Institute, 1966, pp. 27.
 01067
- Burnham, D. C.
 "Partners in Pragmatism," Saturday Review, January 13, 1968, p. 60.
 06377
- Burns, T.
 "The Directions of Activities and Communication in a Departmental Executive Group," Human Relations, 1954, Vol. 7, pp. 73-97.
 07151

- Burns, Tom
"The Social Character of Technology," The Impact of Science on Society, Sep. 1956, Vol. 7, No. 3, pp. 147-165.
 02906
- Burns, T. and Stalker, G. M.
The Management of Innovation, London: Tavistock, 1961.
 03791
- Bursh, Edward C.
"The Case of the Product Priority," Harvard Business Review, March/April 1966, pp. 6-19.
 02587
- Burton, R. E. and Kebler, R. W.
"The 'Half-life' of some Scientific and Technical Literature," American Documentation, 1960, Vol. 11, pp. 18-22.
 05097
- Bush, Henry C.
"Transplanting Administrative Techniques," Hambidge, Gove (ed.), Dynamics of Development: An International Development Reader, New York: Praeger, 1964.
 01204
- Bushnell, D.
"The Future Use of the Computer in Education," Bushnell, D., Freeman, D. R., and Richland M. (eds.), Proceedings of the Conference on the Implementation of Educational Innovations, Santa Monica, Calif.: System Development Corporation, 1964.
 00581
- Bushnell, Don D.
"Now We're Lagging Only Twenty Years," School Executive, 1957, Vol. 77, pp. 61-63.
 03810
- Bushnell, Don D. and Allen, Dwight W. (eds.)
The Computer in American Education, New York: John Wiley and Sons, 1967, 300 pp.
 06625
- Bushnell, Don D., Freeman, Robert A., and Richland, Malcolm
Proceedings of the Conference on the Implementation of Educational Innovations, Santa Monica, Calif.: System Development Corporation, 1964, 318 pp.
 00586
- Butler, Donald C. and Miller, Norman
"Power to Reward and Punish in Social Interaction," Journal of Experimental Social Psychology, 1965, Vol. 1, No. 4, pp. 311-322.
 06515 PA
- Butler, John J. and Hage, Jerald T.
Physician Attitudes Towards a Hospital Program in Medical Education, New Jersey College of Medicine and Dentistry Study, financed by National Institutes of Health, 96 pp.
 06154 CA
- Butler, V. J.
"Collaboration between Psychologists and Psychiatrists in Psychotherapy," Canadian Psychiatric Association Journal, 1967, Vol. 12, No. 1, pp. 66-69.
 06340
- Butterworth, J. Scott and Reppert, Edmund H.
"Auscultatory Acumen in the General Medical Population," Journal of the American Medical Association, Sept. 3, 1960, Vol. 174, pp. 32-34.
 00691 CA
- Bylund, H. Bruce
"Predicting Adoption of New Food Products by the Optical Coincidence Method," Rural Sociology, 1964, Vol. 29, pp. 199-203.
 02145
- Bylund, H. Bruce
Social and Psychological Factors associated with acceptance of New Food Products, University Park, Pennsylvania Agricultural Experiment Station Bulletin 708, 1963.
 02247
- Byrn, Darcie
"Review of extension research Jan-Dec 1961," Dist. by Federal Extension Service Agriculture Department A43.4:541. Depository Items, Sept. 1962.
 03884
- C**
- Cadwallader, Mervyn L.
"The Cybernetic Analysis of Change," Etzioni, Amital and Etzioni, Eve (eds.), Social Change: Sources, Patterns and Consequences, New York: Basic Books, Inc., 1964, pp. 159-164.
 05098
- Cahn, E.
"Consumers of Injustice," New York University Law Review, Nov. 1959, Vol. 34, No. 1166.
 02405
- Cahn, E.
"Jurisprudence (A Dangerous Myth in the School Segregation Cases)," New York University Law Review, Vol. 30, pp. 150-169.
 00110
- Cahn, E.
"Jurisprudence (The Lawyer, the Social Psychologist and the Truth)," New York University Law Review, 1956, Vol. 31, pp. 182-195.
 00198
- Cain, Leo F.
"Special Education Moves Ahead: A Comment on the Education of Teachers," Exceptional Child, Jan. 1964, Vol. 30, pp. 211-217.
 03582

- Caird, J. F. and Moisley, H. A.
"Leadership and Innovation in the Crofting Communities of the Outer Hebrides," Sociological Review, 1961, Vol. 9, pp. 85-102.
02252 CA
- Calder, Nigel
What They Read and Why: The Use of Technical Literature in the Electrical and Electronics Industries, London: Her Majesty's Stationery Office, 1959, 24 pp.
06001
- Caldwell, B. M., et.al.
"Factors Associated with Parental Reaction to a Clinic for Retarded Children," American Journal of Mental Deficiency, 1961, Vol. 65, pp. 590-594.
03124
- Caldwell, M. K.
"The Effect of a 1951-1952 University of Washington Sponsored Community Development Study Upon the Public Schools of Winlock Washington," Adult Education, Summer 1961, Vol. 11, pp. 206-7.
03606
- Cama, Katayun H.
"Methods of Promoting Participation of Women in the Process of Development," in Ponsioen, J.E. (ed.), Social Welfare Policy II, The Hague: Mouton, & Co., 1963, pp. 100-114.
06044 CA
- Camaren, Reuben J.
"Innovation as a Factor Influencing the Diffusion and Adoption Process," Dissertation Abstracts, 1966, Vol. 27, No. 3-A, p. 621.
06337 DA
- Campbell, Angus
"The Uses of Interview Surveys in Federal Administration," Journal of Social Issues, 1946, Vol. 2, No. 2, pp. 32-41.
05099
- Campbell, Angus and Metzner, Charles A.
Public Use of the Library and Other Sources of Information, Ann Arbor, Survey Research Center, Institute for Social Research, 1950.
05100
- Campbell, A., Converse, P., Miller, W., and Stokes, D.
The American Voter, New York: John Wiley & Sons, Inc., 1965.
07021
- Campbell, Donald T.
"Systematic Error on the Part of Human Links in Communication Systems," Information Control, Dec. 1958, Vol. 1, pp. 334-369.
01644
- Campbell, J. and Dunette, M.
"Effectiveness of T-Group Experiences in Managerial Training and Development," Psychological Bulletin, 1968, Vol. 70, pp. 73-104.
07140
- Campbell, Herbert L.
"Factors Related to Differential Use of Information Sources," Masters Thesis, Ames, Iowa: Iowa State University, 1959.
02386
- Campbell, John D. et.al.
"A Study of Adaptation to a Social Situation," Journal of Social Issues, 1958, Vol. 14, No. 1, pp. 3-7.
01641
- Campbell, R.
"The Role of School Study Councils and Local School Districts in the Dissemination and Implementation of Educational Research," Goldhammer, Keith and Stanley Elam (eds.), Dissemination and Implementation, Bloomington, Indiana: Phi Delta Kappa, 1962.
00642 AAM
- Campbell, R. et.al.
"Ideas About Educational Change," University of Chicago, Graduate School of Education, Report No. 2, September 1963, 11p.
00197
- Campbell, R. F.
"Can School Districts Make use of Educational Research," Administrator's Notebook, Dec. 1961, Vol. 10, University of Chicago.
00914
- Campbell, Rex Randall
Prestige of Farm Operators in Two Rural Missouri Communities. Ph.D. Thesis, Columbia: University of Missouri, 1965.
02283
- Campbell, Rex R.
"A Suggested Paradigm of the Individual Adoption Process," Rural Sociology, 1966, Vol. 31, No. 4, pp. 458-466.
06344
- Campbell, Rex R. et.al.
"Adopters and Non-Adopters of an Idea in an Uninstitutionalized Communication System," Paper presented to Rural Sociological Society, Northridge, California, 1963.
02371
- Campbell, Rex R. et.al.
"The Relationship Between Group Structure and the Perception of Community's Willingness to Change," Paper Presented to Rural Sociological Society, University Park, Penn., 1960.
02380

- Campbell, Rex, and Bennet, John
 "Your Audience - What It's Like," Agricultural Experiment Station Bulletin, Columbia, Missouri, 1961, Vol. 771.
 02381
- Campbell, Robert D.
Commitment to Professional Values as Related to the Role Performance of Research Scientists, Ph.D. Thesis, University of Michigan, 1956.
 06133 SA
- Canada's Research and Development
 "Canada's Research and Development Faces Bright Future: for the First time a National Research Policy is being Formulated by the Federal Government," Canadian Chemical Processing, Nov. 1964, Vol. 48, No. 64, pp. 71-76.
 02173
- Cancian, Frank
 "Stratification and Risk-Taking: A Theory Tested on Agricultural Innovation," American Sociological Review, Dec. 1967, Vol. 32, No. 6, pp. 912-926.
 06762
- Cannell, Charles F. et.al.
 "The Impact of Health News on Attitudes and Behavior," Journalism Quarterly, 1956, Vol. 33, pp. 315-323.
 00196
- Canon, L. K.
 "Self-confidence and Selective Exposure to Information," in Festinger, L., Conflict, Decision and Dissonance, Stanford: Stanford University Press, pp. 83-95.
 -06276
- Cantoni, L. J. et.al.
 "The Case for Counseling by Friends," Blind American, 1962, Vol. 2, No. 4, pp. 8-14.
 03095
- Capital Area School Development Association
Dissemination of Educational Research, Albany: State University of New York, Capital Area School Development Association, 1965.
 03615
- Caplan, G.
 "Types of Mental Health Consultation," American Journal of Orthopsychiatry, 1963, Vol. 33, No. 3, pp. 470-481.
 03595
- Caplow, T.
 "Rumors in War," Social Forces, 1946-47, Vol. 25, pp. 298-302.
 07213
- Caplow, Theodore
 "Market Attitudes: A Research Report from the Medical Field," Harvard Business Review, 1952, Vol. 30, pp. 105-112.
 01390
- Caplow, Theodore and Raymond, John J.
 "Factors Influencing the Selection of Pharmaceutical Products," Journal of Marketing, 1954, Vol. 19, pp. 18-23.
 02391
- Card, B. Y.
 "The Diffusion of Educational Sociology to Western Canada Through Textbooks and Periodicals," Alberta Journal of Educational Research, 1960, Vol. 6, pp. 110-118.
 12395
- Cardoso, Fernando - Henrique
 "Tradition and Innovation: the Mentality of Businessmen in Sao Paulo," Sociologie du Travail, July-Sept. 1963, Vol. 5, No. 3, pp. 209-224. (French language)
 03367
- Carey, J. T.
The Development of the University Evening College, Chicago: Center for the Study of Liberal Education for Adults, 1961.
 03602 AA
- Carey, J. T.
Forms and Forces in University Adult Education, Chicago: Center for the Study of Liberal Education for Adults, 1961.
 03607
- Carey, William B.
 "Basic Research Support," American Psychological Association Washington Report, Nov. 1966, Vol. 2, No. 9.
 02608 CLS
- Carkhuff, R. R. and Truax, C. B.
 "Lay Mental Health Counseling: The Effects of Laygroup Counseling," Journal of Consulting Psychology, 1965, Vol. 29, No. 5, pp. 426-431.
 03215 CA
- Carlson, E. R.
 "Attitude Change through Modification of Attitude Structure," Journal of Abnormal and Social Psychology, 1956, Vol. 52, pp. 256-261.
 -06256
- Carlson, Earl R. et.al.
 "Factors Affecting Credibility in Psychological Warfare Communications," Human Resources Research Office Special Report, No. 5, 1956.
 02257

- Carlson, F. R.
The Design, Production and Evaluation of a Vocational Guidance Film on Occupations for the Quincy School System, Ph.D. Thesis, Boston: Boston University School of Education, 1959.
 03660
- Carlson, Richard O.
Adoption of Educational Innovations, Eugene, Oregon: University of Oregon, 1965, 84 pp.
 00585 CA
- Carlson, R. O.
"Barriers to Change in Public Schools," Center for the Advanced Study of Educational Administration, Change Processes in the Public Schools, Eugene, Oregon: The Center for the Advanced Study of Educational Administration, 1965.
 00628 CA
- Carlson, R. O.
"High Noon in the Research Marketplace," Public Opinion Quarterly, Fall, 1961, Vol. 25, No. 3, pp. 331-341.
 01159
- Carlson, R.O.
"School Superintendents and the Adoption of Modern Math: A Social Structure Profile, Miles, M.B. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, New York, 1954.
 01174 CA
- Carlson, R. O.
Strategies for Educational Change: Some Needed Research on the Diffusion of Innovations, Conference on Strategies for Educational Change, sponsored jointly by USOE and Ohio State University, Dec. 1965, Vol. 1, No. 4.
 00880
- Carlson, Richard O.
"Summary and Critique of Educational Diffusion Research," National Conference on the Diffusion of Educational Ideas, East Lansing: Kellogg Center for Continuing Education, March 1968.
 06766
- Carlson, R. O. et.al.
Change Processes in the Public Schools, 1965, The Center for the Advanced Study of Educational Administration, University of Oregon, Eugene, Oregon, 92 pp.
 03594 CLS
- Carlson, Richard O. and Kiernan, Owen B.
A Plan for Curriculum Innovation in Massachusetts: How One State Proposes to Break the Curriculum Development Lag. Boston, Mass., September 1966.
 06765
- Carmack, William R.
"Communication and Community Readiness for Social Change," American Journal of Orthopsychiatry, 1965, Vol. 35, No. 3, pp. 539-543.
 02070
- Carpenter, C. R.
"Approaches to Promising Areas for Research in the Field of Instructional TV," New Teaching Aids for the American Classroom, Stanford, California: Institute for Communication Research, 1960, pp. 73-94.
 03644
- Carpenter, C. Ray
"A Commentary and Applications," Meierhenry, Wesley C. (ed.), Media and Educational Innovation, University of Nebraska Extension Division and University of Nebraska Press, 1964.
 02624
- Carpenter, C. Ray
"Psychological Research Using Television," American Psychologist, 1955, Vol. 10, pp. 606-610.
 00195
- Carpenter, Edmund and McLuhan, Marshall, (eds.)
Explorations in Communications, Boston: Beacon Press, 1960.
 07017
- Carr, Donald and Meyer, Edward
Demonstration of Dissemination Practices on Special Class Instruction for the Mentally Retarded: Utilizing Master Teachers as In-service Educators, Iowa City: University of Iowa, (Research in Progress, November 1, 1966 - October 31, 1969.)
 05102
- Carr - Harris, G. G. M.
"The Information Scientist - Industry's Link with Science and Technology," Industrial Canada, March 1964, Vol. 64, pp. 44-48.
 02345
- Carroll, J. B.
"Analysis of a Training Program in Terms of a Learning Model," Paper presented at American Educational Research Association, Chicago: Harvard University, 1966, 14 pp.
 C0194
- Carroll, J. B.
"Contributions of Psychological Theory and Educational Research to the Teaching of Foreign Languages," Modern Language Journal, 1965, Vol. 49, pp. 273-281.
 03679
- Carroll, J. B. and Ellis, A. B.
"Planning and Utilization of a Regional Data Bank for Educational Research Purposes," Cambridge, Mass.: Harvard University Laboratory for Research in Instruction, December, 1965.
 00193

- Carroll, John J.
The Filipino Manufacturing Entrepreneur: Agent and Product of Change, Cornell University Press, 1965, 230 pp.
02277
- Carron, T. J.
"Human Relations Training and Attitude Change: A Vector Analysis," Personnel Psychologist, 1964, Vol. 17, No. 4, pp. 403-422.
02207
- Carr-Saunders, A. M.
"Staffing African Universities," Minerva, Spring, 1953, Vol. 1, No. 3, pp. 302-318.
03430 SA
- Carson, R. J.
Safety in Canada: Organizations and Responsibilities, Ottawa: National Research Council of Canada, Motor Vehicle Accident Study Group, Dec. 1966, 87 pp.
06551
- Carstairs, G. Morris
"Medicine and Faith in Rural Pakistan," Paul, Benjamin D., (ed.), Health, Culture and Community, New York: Russell Sage Foundation, 1955.
02409
- Carswell, Evelyn
"How Lulu Walker School Came About," Miller, R. I. (ed.), Perspectives on Educational Change, New York: Appleton-Century-Crofts, 1966.
00870
- Cartano, David G. and Rogers, Everett M.
"The Role of the Change Agents in Diffusing New Ideas," Journal of Pakistan Academy of Rural Development (Comilla), Oct., 1963, Vol. 4, No. 2, pp. 61-65.
01257 SA
- Carter, C. F. and Williams, B. R.
"The Characteristics of Technically Progressive Firms," Journal of Industrial Economics, 1959, Vol. 7, pp. 87-104.
02410
- Carter, C. F. And Williams, B. R.
Industry and Technical Progress: Factors Governing the Speed of Application of Science, London: Oxford University Press, 1957.
02423
- Carter, C. F. and Williams, B. R.
Science in Industry: Policy for Progress, London: Oxford University Press, 1959, 186 pp.
03274
- Carter, Launor F.
Knowledge Production and Utilization in Contemporary Organizations, System Development Corporation, 1967.
06226
- Carter, Launor F.
"National Document-Handling Systems in Science and Technology," Science, Dec. 9, 1966, Vol. 154, pp. 1299-1304.
06767
- Carter, L. F.
"From Research to Development to Use," Paper presented at American Educational Research Association, Chicago, 1966, System Development Corp., Santa Monica, California, 28 pp.
00190
- Carter, Launor and Silberman, Harry
The Systems Approach, Technology and the School, Professional Paper SP-2025, Santa Monica, Calif.: System Development Corporation, 1965, 30 pp.
06096
- Cartwright D.
"Influence, Leadership, Control," in March, J.G. (ed.), Handbook of Organizations, Chicago: Rand McNally & Co., 1965, Chapter 1.
07192
- Cartwright, Dorwin (ed.)
Studies in Social Power, Ann Arbor, Michigan: Research Center for Group Dynamics, Institute for Social Research, University of Michigan, 1959.
07113 CLS
- Cartwright, Dorwin
"Achieving Change in People: Some Applications of Group Dynamics Theory," in Davis, K. and Scott, (eds.) Readings in Human Relations, New York: McGraw-Hill, 1959, pp. 219-231.
03341
- Cartwright, D.
"Some Principles of Mass Persuasion," Human Relations, 1949 Vol. 2, pp. 253-267.
06696
- Case Institute of Technology, Operations Research Group
Measurement of Value of Recorded Scientific Information, Cleveland: Case Institute of Technology, 1961.
02795
- Case Institute of Technology, Operations Research Group
A Study of the Dissemination and Use of Recorded Scientific Information, Grant No. G-8434, Office of Scientific Information, National Science Foundation, 1960.
06768
- Caspers, W.
An Experimental Evaluation of Certain Motion Picture Films in Selected Educational Psychology Classes in Kansas Colleges, Ph.D. Thesis, Minneapolis: University of Minnesota, 1956.
03658

- Cass, James M. and others
 "Changes in American Education in the Next Decade: Some Predictions," Miles, M. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, New York, 1964.
 00848
- Cassedy, James Higgins
 "Stimulation of Health Research," Science, Aug. 28, 1964, Vol. 145, No. 3635, pp. 897-902.
 02971
- Cassel, John
 "Comprehensive Health Program Among South African Zulus," in Paul, Benjamin D. (ed.), Health, Culture and Community, New York: Russell Sage Foundation, 1955.
 02462
- Cassel, John
 "Social and Cultural Considerations in Health Innovations," Annals of the New York Academy of Sciences, 1963, Vol. 107, pp. 739-747.
 02460
- Castillo, Gelia T.
 "Some Insights on the Human Factor in Overcoming Barriers to Adequate Food Supply," Philippine Journal of Nutrition, Vol. 17, pp. 134-147.
 02461
- Castle, C. Hilmon
 "Open-Circuit Television in Post-graduate Medical Education," Journal of Medical Education, April, 1963, Vol. 38, pp. 254-260.
 00672 CA
- Castle, C. Hilmon
 "Study Shows TV Increases Recall," Conference, Feb. 1961, Vol. 2, No. 2.
 02639 CA
- Castle, Hilmon, Moses, Campbell, Groom, Dale
 "Postgraduate Education Via Television," Health Sciences TV Bulletin, July 1964, Vol. 1, No. 3, p. 3.
 06210
- Caudill, W. and Stainbrook, E.
 "Some Covert Effects of Communications Difficulties in a Psychiatric Hospital," Psychiatry, 1954, Vol. 17, pp. 27-40.
 05101 CA
- Cavender, Alfred Ray
 "Meat Packers' and Processors' Perception of the Alabama Co-Operative Extension Service," Ph.D. Thesis, Madison: University of Wisconsin, 1964.
 03608 DA
- Cavers, D. F.
 "Science, Research and the Law: Beutel's 'Experimental Jurisprudence,'" Journal of Legal Education, 1957, Vol. 10, p. 162.
 02902
- Cavelti, Gordon
 "Innovative Practices in High Schools: Who Does What - And Why - And How," Nations Schools, 1967, Vol. 79, pp. 56-88.
 06398
- Center for the Advanced Study of Educational Administration
Change Processes in the Public Schools, Eugene, Oregon: Center for the Advanced Study of Educational Administration, 1965, pp. 92.
 00587
- Center for the Study of Democratic Institutions
Change, Santa Barbara, California: Center for the Study of Democratic Institutions, 01826
- Central Treaty Organization
Travelling Seminar for Increased Agricultural Production, Regional Tour, April 7-May 30, 1962, Ankara, Turkey: Office of United States Economic Coordinator for CENTO Affairs, 1962.
 02458 CA
- Cepede, Michel
 "Aspects Majeurs des Transformations en Agriculture," (The Character of Changes in Agriculture), Sociologis Ruralis, (Holland), 1964, Vol. 4, Nos. 3-4, pp. 220-237.
 03012
- Chadwick, Ruth and Anderson, Robert H.
 "The School Reorganization Project in Newton, Massachusetts," in Miller, R. I. (ed.), Perspectives on Educational Change, New York: Appleton-Century-Crofts, 1966.
 00885
- Chamberlain, W.
An International Institute for Scientific Information, International Conference of Scientific Information, Washington, 1958.
 00911 CA
- Chancellor, J. M.
 "More Fruitful Use of Knowledge," ALA Bulletin, April, 1963, Vol. 57, pp. 326-329.
 02788
- Chaney, F. B.
 "A Cross Cultural Study of Industrial Research Performance," Journal of Applied Psychology.
 00188

- Chapanis, A.
"Men, Machines and Models," American Psychologist, 1961, Vol. 16, pp. 113-131.
03118
- Chapanis, N.P. and Chapanis, A.
"Cognitive Dissonance: Five Years Later," Psychological Bulletin, 1964, Vol. 61, pp. 1-22.
06278
- Chaparro, Alvaro
Role Expectation and Adoption of New Farm Practices, Ph.D. Thesis, University Park: Pennsylvania State University, 1955.
02459
- Chaparro, Alvaro
"Soziale Aspekte Des Kulturellen Wandels: Die Diffusion Neuer Techniken in Der Landwirtschaft," Kolner Zeitschrift F. Soziologie und Sozialpsychologie, 1956, Vol. 8, pp. 567-594.
02456
- Chapin, F. Stuart
Cultural Change, New York: Century, 1928.
02457
- Chapin, R. E. and Shilling, C. W.
"Model for the Study of Scientific Communication," American Documentation, Oct. 1963, Vol. 13, pp. 410-413.
02790
- Center for Coordinated Education
"The Professional Growth of the Educator, Seminar," Center for Coordinated Education, University of California, Santa Barbara, February 1966.
03907 CLS
- Chapple, E. D.
"Applied Anthropology in Industry," in Kroeber, A., (ed.), Anthropology Today, Chicago: University of Chicago Press, 1953, pp. 819-830.
03815
- Charpie, Robert
"Business End of Technology Transfer," Proceedings from Technology Transfer and Innovation sponsored by the National Planning Association, National Science Foundation, May 15-17, 1966, p. 46.
07053
- Chase, Edward T.
"America's Medical Crisis," The Progressive, Dec. 1967.
06238 CLS
- Chase, Edward T.
"No Time to Get Sick," New Republic, Nov. 11, 1967.
06239 CLS
- Chase, Francis S.
The Educational Laboratories: How do they Fit into the Future of American Education?, New Orleans Meeting of the Laboratory Directors, Jan. 15, 1967.
03055 CA
- Chattopadhyaya, N. S.
A Study of Some Psychological Correlates of Adoption of Innovation in Farming, Ph.D. Thesis, New Delhi: Indian Agricultural Research Institute, 1963.
02455
- Chattopadhyay, S. N. and Pareek, Udai
"Multipractice Adoption Behavior of Farmers in a Village of North India," Journal of the Indian Academy of Applied Psychology, 1964, Vol. 1, No. 3, pp. 96-92.
02068
- Chein, I., et.al.
The Road to H: Narcotics, Delinquency and Social Policy, Basic Books, 1964, 482 pp.
00913
- "Chemical Society Research Unit in Information Dissemination and Retrieval," Chemistry and Industry, Aug. 6, 1966, p. 1357.
02183
- Cherry, Colin
"The Communication of Information," Endeavor, 1964, Vol. 23, No. 88, pp. 13-17.
02067
- Chesler, Mark
Social Structure and Innovation in Elementary Schools, Ph.D. Thesis, Ann Arbor: University of Michigan, 1966.
03584 CA CLS
- Chesler, Mark A.
Teacher Training Designs for Improving Instruction in Interracial Classrooms, Ann Arbor: University of Michigan, Center for Research on Utilization of Scientific Knowledge, November, 1967.
06233
- Chesler, M.
Tutorials: A Strategy for Educational Reform, Northern Student Movement Research Center, University of Michigan.
00186
- Chesler, M. and Barakat, H.
The Innovation and Sharing of Teaching Practices: A Study of Professional Roles and Social Structures in Schools, Ann Arbor: Institute for Social Research, University of Michigan, 1967 (Final Report, USOE Cooperative Research Project No. 2636.)
02248

- Chesler, Mark and Flanders, Mary
"Resistance to Research and Research Utilization: The Death and Life of a Feedback Attempt," for the Journal of Applied Behavioral Science, 1967.
06561
- Chesler, Mark A. and Fox, Robert
"Teacher Peer Relations and Educational Change," NEA Journal, May 1967, Vol. 56, No. 5, pp. 25-26.
06292
- Chesler, Mark, Schmuck, R., and Lippitt, R.
"The Principal's Role in Facilitating Innovation," Theory Into Practice, Vol. 2, 1963.
02607
- Chesler, Mark and Franklin, Jan
"Interracial and Intergenerational Conflict in Secondary Schools," Presentation made to the Meetings of the American Sociological Association, Boston, Mass., August, 1968.
07105 CLS
- Childs, H. M.
A History of the School Health Education Program in New York State, Ph.D. Thesis, Syracuse, New York: Syracuse University, 1960.
03651
- Childs, John W.
A Study of the Belief Systems of Administrators and Teachers in Innovative and Non-Innovative School Districts, Ph.D. Thesis, East Lansing: Michigan State University, 1965.
02454
- Chin, Robert
"Change and Human Relations," in Miller, R.I., (ed.), A Multidisciplinary Focus on Educational Change, Vol. 38, No. 2, Lexington, Ky.: Bureau of School Service, College of Education, University of Kentucky, 1965.
00854
- Chin, Robert
"Models of and Ideas About Changing," Meierhenry, Wesley C. (ed.), Media and Educational Innovation, University of Nebraska Extension Division and University of Nebraska Press, 1964.
12612
- Chin, Robert
"Some Ideas on Changing," in Miller, R.I., (ed.) Perspectives on Educational Change, New York: Appleton-Century-Crofts, 1966.
00867
- Chin, R.
"The Utility of System Models and Developmental Models for Practitioners," Research Report #46, Human Relations Center, Boston University, 22 pp.
00184
- Chin, Robert and Benne, Kenneth D.
General Strategies for Effecting Changes in Human Systems, Boston University Human Relations Center, Research Report No. 94.
06113 CLS
- Chopde, S. R. and Others
"Role of Demonstration Trials on Cultivators' Fields in the Spread of Improved Farm Practices," Nagpur Agriculture Magazine, 1959, Vol. 33, pp. 38-45.
02453
- Chow, L. P.
"A Programme to Control Fertility in Taiwan Setting-Accomplishment and Evaluation," Population Studies, 1965, Vol. 19, pp. 155-166.
02452
- Christiansen, James Edward
The Adoption of Educational Innovations Among Teachers of Vocational Agriculture, Ph.D. Thesis, Columbus: Ohio State University, 1965.
02451
- Christenson, Reo M. and McWilliams, Robert O. (eds.)
Voice of the People: Readings in Public Opinion and Propaganda, New York: McGraw-Hill, 1962, 585 pp.
-02066
- Christman, Luther B.
"The Effect of Knowledge and Technology on Nursing Practice, Paper Prepared for Riverside Hospital School of Nursing, Toledo, Ohio: August 1966.
05104
- Christman, Luther B.
"Knowledge, Change and Nursing Care," American Journal of Nursing, September 1966, Vol. 66, No. 9, pp. 2627-2629.
05105
- Christman, Luther B.
"New Knowledge, New Technology Demand New Practice," Minnesota Nursing Accent, December 1966, Vol. 37, No. 7, pp. 151-153.
05106
- Christmas, J. J.
"Group Methods in Training and Practice: Non-professional Mental Health Personnel in a Deprived Community," American Journal of Orthopsychiatry, 1966, Vol. 36, No. 3, pp. 410-419.
03192
- Chu, Godwin C.
"Problems of Cross-Cultural Communication Research," Journalism Quarterly, Autumn 1964, Vol. 41, No. 4, pp. 557-562.
01937

- Churchman, C. W.
"Technology, Formulation and Implementation,"
Unpublished paper, University of California,
no date, mimeo, 4 pp.
00182
- Chyatte, Conrad and Morgan, Marianne
Physician Attitudes toward Detailmen, Chicago,
Illinois: Professional Research Analysts,
Research Division of Jordan, Siebar and
Corbett, Inc., Feb. 1961, 52 pp.
00673
- Cirker, Hayward
"The Scientific Paperback Revolution,"
Science, May 1963, Vol. 140, pp. 591-594.
03403
- Clark, B. R.
"Interorganizational Patterns in Education,"
Administrative Science Quarterly, Sept. 1965,
Vol. 10, No. 2, pp. 224-237.
01172 CA
- Clark, B. R.
The Open Door College, New York: McGraw-Hill
Book co., 1960.
03600 CA
- Clark, Burton R.
"Organizational Adaptation and Precarious
Values: A Case Study," American Sociological
Review, June 1956, pp. 327-336.
06769
- Clark, C. D. and Olsen, B. M.
"Technological Change in the Textile Indus-
try," Southern Economic Journal, Oct. 1959,
Vol. 26, pp. 125-133.
01803
- Clark, D. F.
"The Function of the Public Exhibition as
Mental Health Propaganda," International
Journal of Social Psychiatry, 1958, Vol. 4,
pp. 43-54.
01334
- Clark, Dan E., et.al.
Television and Postgraduate Medical Education,
State of Utah, Salt Lake City, Utah: Divis-
ion of Postgraduate Medical Education, Uni-
versity of Utah College of Medicine, Medical
Center, December 1953, 23 pp.
00675
- Clark, David L.
"The Engineering of Change in Education,"
Bushnell, D., Freeman, R., Richland, M.,
Proceedings of the Conference on the Imple-
mentation of Educational Innovations, Santa
Monica, California: System Development Corpo-
ration, 1964.
00583
- Clark, David
"The Function of the United States Office of
Education and the State Departments of Edu-
cation in the Dissemination and Implenemtation
of Educational Research," in Dissemination
and Implementation: Third Annual Phi Delta
Kappa Symposium on Educational Research,
Bloomington, Ind.: Phi Delta Kappa, Inc.,
1962, pp. 105-127.
06085 AA CLS
- Clark, David L. and Guba, Egon G.
"An Examination of Potential Change Roles
in Education," paper presented at the Sym-
posium on Innovation in Planning School Cur-
ricula, Airlie House, Virginia, Oct., 1965.
06003
- Clark, David L. and Guba, Egon G.
Innovation in School Curricula, Washington,
D.C.: The Center for the Study of Instruction,
National Education Association, 1965, 33 pp.
01063
- Clark, D. L. and Hopkins, J. E.
Preliminary Estimates of Research, Development
and Diffusion Personnel Required in Education,
1971-72, Special Project Memorandum, School
of Education, Indiana University, Bloomington,
Indiana, September, 1966.
06241
- Clark, David L. and Hopkins, John E.
"Roles for Research, Development, and Diffu-
sion: Personnel in Education: Project Memo
#1 - A Logical Structure for Viewing Research,
Development and Diffusion Roles in Education,"
CRP Project No. X-022, April 1966.
03586
- Clark, David L. and Worthen, Blaine R. (eds.)
Preparing Research Personnel for Education,
Bloomington, Indiana: Phi Delta Kappa, 1967.
06770
- Clark, Harold F.
"The Learning Revolution Outside High School
and College," College Entrance Examination
Board, The Challenge of Curricular Change,
Princeton, New Jersey: The College Entrance
Examination Board, 1966.
00635
- Clark, Kenneth B.
Dark Ghetto, New York: Harper & Row, 1965,
251 pp.
- 06268
- Clark, Kenneth B.
"The Desegregation Cases: Criticism of the
Social Scientist's Role," Villanova Law Re-
view, 1959-1960, Vol. 5, pp. 224-240.
00180

- Clark, Kenneth B.
 "The Involvement of the Research Team in the Process of Deliberate Social Influence," in Approaches to Research Utilization in Community Psychology: A Symposium, Washington, D.C.: American Psychological Association, 1967.
 06323
- Clark, Lincoln H. (ed.)
Consumer Behavior: Research on Consumer Reactions, New York: Harper and Brothers, 1958.
 03803
- Clausen, John A., Seidenfeld, Morton, A., and Deasy, Leila C.
 "Parent Attitudes Toward Participation of Their Children in Polio Vaccine Trials," American Journal of Public Health, 1954, Vol. 44, pp. 1526-1536.
 06010 CA
- Clawson, Robert Esq. (ed.)
 "RITE Number One," Research for Better Schools, Inc., Spring 1967, pp. 9.
 05107
- Clayton, J.
 "Six Years after Durham," Journal of the American Judicature Society, June 1960, Vol. 44, pp. 18-21.
 00918
- Clee, Jan E. and Reswick, James B.
 "Collaboration in Teaching and Learning: An Experimental Course for Engineering Students," Miles, Matthew B. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, 1964.
 01179
- Cleveland, F. F.
 "Spanning Language Barriers: Interlingua, an Instrument for the Free Flow of Ideas and Information," Research/Development, March 1961, Vol. 12, pp. 103+
 03308
- Clevenger, Theodore, Jr.
 "Some Characteristics of the Study of Communication in 1960," Journal of Communication, 1960, Vol. 10, pp. 163-172.
 02064
- "Clients, Contractors, Research and Development Symposium," Chemical Engineering Progress, June 1965, Vol. 61, pp. 25-47.
 02172
- Close, Winchell, Passon, Sanford, Jr., Colburn, Crocker and Powers
 "Communicating Your Version of Technical Facts," Ins. Counsel Journal, Oct. 1966, Vol. 33, p. 577.
 00178
- Clute, Kenneth F.
The General Practitioner: A Study of Medical Education and Practice in Ontario and Nova Scotia, Toronto, Canada: University of Toronto Press, 1963.
 00676
- Coblans, H.
 "New Methods and Techniques for the Communication of Knowledge," UNESCO Bulletin for Libraries, July 1957, Vol. 11, pp. 154-175.
 03028
- Coch, Lester and French, John R. P., Jr.
 "Overcoming Resistance to Change," Swanson, Guy E., et.al. (eds.), Readings in Social Psychology, New York: Henry Holt and Company, 1952, pp. 474-491.
 01828
- Cocking, Walter
The Regional Introduction of Educational Practices in Urban School Systems of the United States, New York: Bureau of Publications, Teachers College, Columbia University, 1951, 86 pp.
 00591
- Coffey, H. and Golden, W. P.
 "Psychology of Change within an Institution," NSSE, 1957 Yearbook, Part I, Chapter 4.
 03590
- Cogswell, J. F., Bratten, J. E., Egbert, R. E., and others
Analysis of Instructional Systems, TM-1493/201/00, Systems Development Corp., Santa Monica, Calif., 1966, pp. 277.
 03083 CLS
- Cohen, A.
 "A Model of Group Adaptation to Organizational Change in Communication," in Thayer, L. (ed.) Communication, Springfield, Ill.: Thomas, 1967.
 06697
- Cohen, A. R.
 "Cognitive Tuning As A Factor Affecting Impression Formation," Journal of Personality, 1961, Vol. 29, pp. 235-245.
 -06299
- Cohen, A. R.
 "Upward Communications in Experimentally Created Hierarchies," Human Relations, 1958, Vol. 11, No. 1, pp. 44-53.
 -07215 and 01760
- Cohen, Arthur
Attitude Change and Social Influence, New York: Basic Books, 1964.
 -05108

- Cohen, Arthur M. and Foerst, Joseph R., Jr.
"Organizational Behaviors and Adaptations to Organisational Change of Sensitizer and Re-presser Problem-Solving Groups," Journal of Personality and Social Psychology, 1968, Vol. 8, No. 2, pp. 209-206771
- Cohen, Jerome
"Social Work and the Culture of Poverty," Social Work, Jan. 1964, Vol. 9. 00652
- Cohen, Julius
"Factors of Resistance to the Resources of the Behavioral Sciences," Journal of Legal Education, 1959, Vol. 12, pp. 67-70. 00174
- Cohen, Samuel
"Classroom Experiment Shows 'Saturation' AV gets results," Educational Screen and Audio Visual Guide, July 1960, Vol. 39, pp. 324-329. 03604
- Cohn, Victor
"Are we really telling the people about science?" Science, May 7, 1965, Vol. 148, No. 3671, pp. 750-753. 02935
- Cole, P. F.
"The Analysis of Reference Question Records as a Guide to the Information Requirements of Scientists," Journal of Documentation, Dec. 1958, Vol. 14, No. 4, pp. 197-206. 02133
- Cole, P. F.
"Journal Usage Versus Age of Journal," Journal of Documentation, 1963, Vol. 19, pp. 1-11. 05109
- Cole, R.
"Structural-Functional theory, the dialectic, and social change," Sociological Quarterly, Winter 1966, Vol. 7, pp. 39-58. 00172
- Cole, Stephen and Cole, Jonathan
"Visibility and the Structural Basis of Awareness of Scientific Research," American Sociological Review, 1968, Vol. 33, pp. 397-412. 07072
- Coleman, A. Lee
"Differential Contact with Extension work in a New York Rural Community," Rural Sociology, 1951, Vol. 16, pp. 207-216. 02445
- Coleman, A. Lee, and Marsh, C. Paul
"Differential Communication Among Farmers in a Kentucky County," Rural Sociology, 1955, Vol. 20, pp. 93-101. 00171 & 02406 CA
- Coleman, James S. (ed.)
Education and Political Development, Princeton, New Jersey: Princeton University Press, 1965, 620 pp. 00111
- Coleman, James S.; Katz, Elihu; Menzel, Herbert
Medical Innovation: A Diffusion Study, New York: Bobbs-Merrill, 1966. 06399
- Coleman, James and Others
"Social Processes in the Diffusion of a Medical Innovation Among Physicians," Paper presented at the American Sociological Society, Detroit, Michigan, 1956. 02443
- Coleman, J. S. and Katz, E. and Manzel, H.
Doctors and New Drugs, Indianapolis: Bobbs, Merrill, 1966. 03576 CA
- Coleman, J. S. and Katz, E. and Menzel, H.
Drugs and Doctors, Glencoe, Illinois Free Press, 1961. 03812
- Coleman, James, Menzel, Herbert and Katz, E.
"The Diffusion of an Innovation Among Physicians," Sociometry, December 1957, Vol. 20, pp. 253-270. 03893
- Coleman, James, Menzel, Herbert and Katz, Elihu
"Social Processes in Physicians Adoption of a New Drug," Journal of Chronic Disease, January 1959, Vol. 9, pp. 1-19. 03893
- Coleman, Tom
"A Study of Communications in the Fields of Neurological and Sensory Disorders," Sept. 15, 1962, pp. 9. 00692
- Coles, James and Dickey, John S. and Waggoner, George R.
"The Role of the Liberal-Arts College," Harris, Seymore and Deitch, K. and Levensohn, A. (eds.) Challenge and Change in American Education, Berkeley, Calif.: McCutcheon Publishing Corp., 1965. 00646
- College Entrance Examination Board
The Challenge of Curricular Change, Princeton, New Jersey: College Entrance Examination Board, 1966, 151 pp. 00596

- Coller, Richard W.
 "Health Innovations in Rural Areas," Philippine Sociological Review, Jan.-April 1962, Vol. 10, No. 1-2, pp. 59-68.
 03014
- Coller, Richard W.
 "Role of the Philippine rural high school," Philippine Sociological Review, July 1954, Vol. 2, No. 2, pp. 42-44.
 03425 SA
- Collier, D. W.
 "Research and Development: Government or Industry," Mechanical Engineering, Oct. 1963, Vol. 85, pp. 30-32.
 02175
- Collins, Barry E. and Guetzkow, Harold
A Social Psychology of Group Processes for Decision-Making, New York: John Wiley & Sons, 1964, 254 pp.
 -06293
- Collins, P.
 "Wise Men Meet," New Statesman, Feb. 21, 1964, Vol. 67, pp. 287-288.
 00822
- Colm, Gerhard
 "Economic Aspects of Technological Development," Proceedings from Technology Transfer and Innovation sponsored by National Planning Association, National Science Foundation, May 15-17, 1966, p. 84.
 07057
- Columbia University, Bureau of Applied Social Research
Review of Studies in the Flow of Information Among Scientists, New York: Bureau of Applied Social Research, Columbia University, January 1960, Vol. 1 and 2.
 02135
- Colvard, R.
 "Risk Capital Philanthropy: the Ideological Innovation," Hirsch, W. and Zollschan, G. (eds.), Explorations in Social Change, Boston: Houghton Mifflin.
 03788
- Colwell, A. R., Sr.
 "The Role of Research in Medical Education," Quarterly Bulletin of Northwestern University Medical School, Spring, 1959, Vol. 33, No. 1, pp. 67-70.
 00169
- Commager, Henry S.
 "The University and the Community of Learning," in Benne, K.D., Morris, Sir Charles, and Commager, H.S., The University in the American Future, Lexington: University of Kentucky Press, 1965.
 07086
- Committee on Information from Non-Self-Governing Territories.
 "Social Aspects of Industrialization in Africa South of the Sahara in Rural Areas," International Social Science Bulletin, 1957, Vol. 9, No. 3, pp. 397-412.
 02859
- Committee on Institutional Cooperation (CIC)
Abstracts of Instructional Developments at CIC Institutions, No. 1, Ann Arbor, Mich: Center for Research on Learning and Teaching, 1966.
 06068 CLS
- Committee on Institutional Cooperation
Development and Experiment in College Teaching, No. 2, Ann Arbor, Mich.: Center for Research on Learning and Teaching, Fall, 1966.
 06069
- Committee on Institutional Cooperation
Development and Experiment in College Teaching, No. 3, Ann Arbor, Mich.: Center for Research on Learning and Teaching, Spring, 1967.
 06070 CLS
- Committee on Scientific and Technical Information
Proceedings on the Forum of Federally Supported Information Analysis Centers, November 7-8, 1967, sponsored by Panel #6, Information Analysis and Data Centers, Committee on Scientific and Technical Information, Federal Council for Science and Technology.
 06920 CLS
- Committee on Scientific and Technical Information
Recommendations for National Document Handling Systems in Science and Technology, Federal Council for Science and Technology, Defense Documentation Number AD 624-560.
 06363
- Committee on Scientific Information Federal Council for Science and Technology
 "Status Report on Scientific and Technical Information in the Federal Government, June 18, 1963," Washington, D.C.: U.S. Government Printing Office, 1963.
 03876
- Communication and Information
International Social Science Journal, 1962, Vol. 14, No. 2, pp. 251-348.
 02292
- Community Development Study and Economic Development, "Part II A:
 A Case Study of the Ghosi Community Development Block, Uttar Pradesh, India. ECAFE/FAO Agricultural Division, 1960, 100 pp.
 05402

- Compton, Bertita E. and Garvey, William D.
"Information Functions of an International Meeting," Science, 1967, Vol. 155, pp. 1648-1650.
06338
- Comroe, J. H., Jr.
"The Effect of Research Emphasis on Facilities and Support of the Medical School." Journal of Medical Education, Dec. 1962, Vol. 37, No. 12, Part 2, pp. 123-190.
00167
- Coney, Robert, Plaskett, Vernon, Roggenbuck, Robert and Hood, Paul
Educational R & D Information System Requirements: A Task Force Report, Berkeley, Calif.: Far West Laboratory for Educational Research and Development, 1968, 59 pp.
06613
- Conference on Emerging Roles in Educational Research, Development and Diffusion
"Exemplars of Emerging Roles," Conference Paper No. 3, Conference on Emerging Roles in Educational Research, Development and Diffusion, Indiana University, December 1966.
06188 CA CLS
- "Conference on Science and Industry: The Problem of Communication," Swanses, Wales, April 18-19, 1961, Chemistry and Industry, May 13, 1961, p. 635.
03307
- Conference on Strategies for Educational Change," Sponsored jointly by USOE and Ohio State University, SEC Newsletter, Ohio State University, Vol. 1, No. 4, Dec. 1965.
00877
- Connor, Desmond M.
Strategies for Development, Ottawa, Canada Development Press, 1968, 48 pp.
07100
- Connor, J. T.
"Government and Industry Relationships: Their New Impact on Medicine." Military Medicine, June 1963, Vol. 128, pp. 510-515.
00166
- Conrad, G. Miles
"New Developments in the Merchandizing of Siological Research Information," American Scientist, Dec. 1962, Vol. 50, No. 4, 370A-378A.
02826
- Conrad, R.
"Experimental Psychology in the Field of Telecommunication," Ergonomics, Oct. 1960, Vol. 3, pp. 289-295.
00165
- Converse, Paul D.
"Who does Basic Marketing Research?" Journal of Marketing, April 1955, Vol. 19, No. 4, pp. 354-357.
01207
- Converse, Phillip E.
"A Network of Data Archives for the Behavioral Sciences," Public Opinion Quarterly, Summer, 1964, Vol. 28, No. 2, pp. 273-286.
13352
- Cook, Leslie G.
"How to Make R & D More Productive," Harvard Business Review, July/Aug. 1966, pp. 145-153.
02599
- Coombe, R. A.
"Breaking the Barriers to 'Cross-Talk' in Technology," New Scientist, July 21, 1966. pp. 154-156.
06772
- Cooney, Thomas M.
Ethical Pharmaceutical Promotion to the Medical Profession, Ph.D. Thesis: Graduate School of Business Administration, New York University, 1958, 74 pp.
00732
- Cooper, Arnold C.
"Small Companies can Pioneer New Products," Harvard Business Review, Sept/Oct. 1966, pp. 162-170.
02604
- Cooper, C. R. and Archambault, B., (eds.)
"Communication, Dissemination and Utilization of Research Information in Rehabilitation Counseling," Proceedings of a Regional Conference, sponsored by the Department of Guidance and Psychological Services, Springfield College, Springfield, Mass., May 9-10, 1968 and Oct. 17-18, 1968.
07224 CLS
- Cooper, W. W. and Leavitt, H. J. and Shelly, M. W. II (eds.)
New Perspectives in Organization Research, New York: John Wiley and Sons, Inc., 1962.
03798
- "A Cooperative Program for the Study of Instructional leadership involving Experimentation in determining the role or roles of State Departments of Education in Facilitating desirable Change in the Educational Program for Children and Youth," U.S. Department of Health, Education, and Welfare, Office of Education, 1966.
03592
- Comparative Education Review
"Symposium on Education and Development," Comparative Education Review, June 1964, Vol. 8, pp. 5-47.
00908

- Copp, James H. (ed.)
Our Changing Rural Society: Perspectives and Trends, Ames, Iowa, Iowa State University Press, 1964.
00185
- Copp, James H.
"Personal and Social Factors Associated with the Adoption of Recommended Farm Practices Among Cattleman," Kansas Agricultural Experiment Station, Technical Bulletin 83, 1956, pp. 31.
05110 SA
- Copp, James H.
"Toward Generalization in Farm Practice Research," Rural Sociology, 1958, Vol. 23, pp. 103-111.
01345
- Copp, James H. and Sill, Maurice L. and Brown, Emory, J.
"The Function of Information Sources in the Farm Practice Adoption Process," Rural Sociology, June 1958, Vol. 23, pp. 146-157.
03887
- Coppin, R. S.; Peck, R. C.; Lew, A.; and Marsh, W. C.
"The Effectiveness of Short Individual Driver Improvement Sessions," Highway Research Record, 1967, No. 195, pp. 1-14.
06553
- Corbally, J. E.
"Teaching Safety to Teachers," Safety Education, Nov. 1961, Vol. 41, pp. 30-32.
03674
- Corey, Stephen M.
Action Research to Improve Social Practices, New York: Bureau of Publications, Teachers College, Columbia University, 1953.
03599
- Corey, Stephen M.
Helping Other People Change, Columbus, Ohio: Ohio State University Press, 1963, 89 pp.
00595
- Corfield, G.
"Industrial Use of Government R/D," Gas, March 1964, Vol. 40, p. 15.
02189
- Corren, H.
"Quality of Education and Socio-Economic Development: Symposium on Education and Development," Comparative Education Review, June 1964, Vol. 8, pp. 5-47.
01788
- Corrozi, John F. and Rosnow, Ralph L.
"Consonant and Dissonant Communications as Positive and Negative Reinforcements in Opinion Change," Journal of Personality and Social Psychology, 1968, Vol. 8, No. 1, pp. 27-30.
06773
- Corson, J. J.
"Innovation Challenges Conformity," Harvard Business Review, 1962, Vol. 40, No. 3, pp. 67-74.
03593
- Costello, J. C.
"Storage and Retrieval of Chemical Research and Patent Information by Links and Roles in Dupont," American Documentation, April 1961, Vol. 12, pp. 111-120.
02785
- Cort, R. P.
"Explaining a New Idea to a Subordinate," Supervisory Management, June 1962, Vol. 7, pp. 22-24.
00164
- Cottrell, L. S., Jr.
"Social Research and Psychological Warfare," Sociometry, 1960, Vol. 23, pp. 103-119.
- Cottrell, Leonard S. Jr., and Sheldon, Eleanor B.
"Problems of Collaboration between Social Scientists and the Practicing Professions," Annals of the American Academy of Political and Social Science, 1963, Vol. 346, pp. 126-137.
06626
- Couch, Carl J.
Agent Contact and Community Position of Farmers related to Practice Adoption and NFO Membership, East Lansing, Michigan State University, Institute of Extension Personnel Development Publication 16, 1965.
02438
- Coughenour, C. Milton
Agricultural Agencies as Information Sources for Farmers in a Kentucky County, 1950-1955, Lexington: Kentucky Agricultural Experimental Station Progress Report 82, 1959.
02437 CA
- Coughenour, C. M.
"Change and Sociological Perspectives," Miller, R.I. (ed.), A Multidisciplinary Focus on Educational Change, Vol. 38, No. 2, Lexington, Kentucky: Bureau of School Service, College of Education, University of Kentucky, 1965.
00853

- Coughenour, C. Milton
 "The Functioning of Farmers' Characteristics in Relation to Contact with Media and Practice Adoption," Rural Sociology, 1960, Vol. 25, pp. 285-297.
 01360
- Coughenour, C. Milton
 "Group Factors and the Adoption of Agricultural Innovations in Seven Commercial Farming Localities," paper presented at the Rural Sociological Society, Miami Beach, Florida, 1966.
 06414
- Coughenour, C. M.
 "The Problem of Reliability of Adoption Data in Survey Research," Rural Sociology, June 1965, Vol. 30, pp. 184-203.
 01358
- Coughenour, C. M.
 "The Rate of Technological Diffusion Among Locality Groups," American Journal of Sociology, Jan. 1964, Vol. 69, pp. 325-339.
 00912
- Coughenour, Milton
 "Who Uses the County Extension Agent," Kentucky Farm and Home Research, 1958, Vol. 4, p. 46.
 02435
- Coughenour, C. Milton and Armstrong, Joseph B
County Agents' Activity and Farmers' Use of Soil Building Practices, Lexington, Kentucky Agricultural Experiment Station Progress Report 130, 1963.
 02434
- Coughenour, C. Milton and Kothari, K. B.
What Bluegrass Farmers Think are the Conditions for Using Soil-Conservation and Soil-Building Practices, Lexington: Kentucky, Agricultural Experiment Station Progress Report 120, 1962.
 02433
- Coughenour, C. Milton and Patel, N. B.
Trends in Use of Recommended Farm Practices and of Farm Information Sources in Twelve Kentucky Neighborhoods, Kentucky Agricultural Experiment Station, Progress Report No. 111, January 1962.
 02288
- Council on Medical Television
 "A Staff Summary and Critique of a Study on the Utah Open-Circuit Teleclinics for Practitioners, March 24, 1961."
 00679
- Cowan, T. A.
 "Decision Theory in Law, Science, and Technology," Rutgers Law Review, Sept. 1963, Vol. 17, p. 499.
 00163
- Cowan, T. A.
 "Law, Morality and Scientific Method: Review Article," Nebraska Law Review, June 1959, Vol. 38, p. 1039.
 02657
- Cowan, T. A.
 "Law, Science and Technology: A Symposium, Foreword, the 'New' Jurisprudence-Some Problems Common to Jurisprudence and Technology," George Washington Law Review, Oct. 64, Vol. 33, p. 1.
 00162
- Cowles, Wylda and Polgar, Steven
 "Health and Communication in a Negro census tract," Social Problems, Winter 1963, Vol. 10, No. 3, pp. 228-236.
 02923
- Cox, Donald F., (ed.)
Risk Taking and Information Handling in Consumer Behavior, Boston: Division of Research, Graduate School of Business, Harvard University, 1967.
 07011
- Cox, R. C.
 "An Overview of Studies Involving the Taxonomy of Educational Objectives: Cognitive Domain during its first decade," Paper presented at American Educational Research Association Chicago, 1966, University of Pittsburgh.
 00161
- Cozan, Lee W.
 "Type of Mailing and Effectiveness of Direct Mail Advertising," Journal of Applied Psychology, 1960, Vol. 44, pp. 175-176, PA 1961 p. 421.
 02061
- Crabbe, V.
 "Some Observations on the Place and the Role of Technicians and Experts in Political Life (French)," Res Publica, 1962, Vol. 4, No. 4, pp. 409-416.
 01288
- Crain, R. L.
 "Fluoridation: The Diffusion of an Innovation Among Cities," Social Forces, June 1966, Vol. 44, pp. 467-476.
 00160
- Crain, Robert L.
Intercity Influence in the Diffusion of Fluoridation, Ph.D. Thesis, Department of Sociology, University of Chicago, 1962.
 00159
- Crain, Robert L.
 "Inter-City Influence in the Diffusion of Fluoridation," Paper presented at the American Society of Sociologists, Washington, D.C., 1962.
 01899

- Crampon, L. J. and Schweizer, Stewart F.
"Use of outside information in small firms,"
Small Business Administration Management
research Summaries, Feb. 1962, 4p. (dist.
by issuing office) SBA 1.12/2:56
03683
- Crane, Diana
"The Gatekeepers of Science: Some Factors
Affecting the Selection of Articles for Sci-
entific Journals," American Sociologist,
November, 1967, pp. 195-201.
06577
- Crane, E. and MacLean, M.S., Jr.
"Tempt Me Not With Your Gold, Fine Sir,"
Audio-Visual Communications Review, Jan.-Feb.
1961, Vol. 9, pp. 16-23.
00915
- Crane, Edgar
Marketing Communications: A Behavioral Ap-
proach to Men, Messages, and Media, New York:
John Wiley and Sons, Inc., 1965, 569 pp.
03795
- Crawford, F. R., Rollins, G. W., Sutherland, R. L.
"Variations Between Negroes and Whites in
Concepts of Mental Illness and Its Treatment,"
Annals, New York Academy of Science, 1960,
Vol. 84, Article 17, pp. 918-937.
05112
- Crawford, Robert W.
"Cultural Change and Communications in
Morocco," Human Organization, Spring 1965,
Vol. 24, pp. 73-77.
01378
- Crawford Task Force on Federal Scientific and
Technological Information Problems - for
President of the United States, Scientific
and Technical Communication in the Govern-
ment, with Bibliography, 1962, President's
Science Advisory Committee, Paper 41.25,
Order from the Office of Technical Services,
Commerce Department.
05113
- Cremin, Lawrence A.
The Transformation of the School: Progressiv-
ism in American Education, 1876-1957, New
York: Alfred A. Knopf, 1961, 387 pp.
03609
- Creore, F. B.
"The New Media in Language Teaching: A Status
Study," Audio-Visual Instruction, Nov. 1960,
Vol. 5, pp. 286-293.
03653
- Crist, John R.
"The Use of Literature in Marriage Counsel-
ing," Journal of Counseling Psychology, 1956,
Vol. 3, pp. 37-43.
03685
- Crogier, R. B. and Darcovich, W.
"Time Series Analysis by Electronic Computer:
A Report on Some Recent Applications at the
Dominion Bureau of Statistics," Canadian
Journal of Economics and Political Science,
Feb. 1962, Vol. 28, pp. 127-146.
00158
- Croker, George W.
"Some Principles Regarding the Utilization
of Social Science Research Within the Mili-
tary," in Studies in the Utilization of Be-
havioral Science, Vol. I, Stanford, Cali-
fornia: Stanford University, Institute for
Communication Research, 1961, pp. 112-125.
06129
- Cronin, Fergus
"Big Industry and Small Business Profit by
Research within Reach of All," Canadian Busi-
ness, June 1957, pp. 58-94.
03314
- Cronin, Joseph M.
National Association of Secondary-School Prin-
cipals, "Changing Secondary Schools," The Na-
tional Association of Secondary-School Prin-
cipals Bulletin, May 1963 Vol. 47 No. 283,
168 pp.
01049
- Cronin, Joseph M.
"The Principal's Role in Change," National
Association of Secondary School Principals,
"Changing Secondary Schools," The Bulletin,
May 1963, Vol. 47, No. 283.
01182 CA
- Crow, Wayman
"Characteristics of Leaders Who are Able to
Promote Change," Meierhenry, Wesley C. (ed.)
Media and Educational Innovation, Nebraska:
University of Nebraska Extension Division
and University of Nebraska Press, 1964.
02615
- Cruickshank, D. R.
"Use of Theory in Educational Administration,"
National Elementary Principal, May 1965, Vol.
44, pp. 47-50.
13665
- Cuadra, Carlos A. (ed.)
Annual Review of Information Science and Tech-
nology, New York: John Wiley Interscience,
1966, Vol. 1.
05114
- Cuadra, Carlos A. (ed.)
Annual Review of Information Science and Tech-
nology, Vol. II, New York: Interscience Publ.
1967.
06611
- Culbertson, Jack (issue ed.)
"Changing the School," Theory Into Practice,
Dec. 1963, Vol. 2, No. 5.
00594

- Culbertson, Jack A.
"Organizational Strategies for Planned Change in Education," Conference on Strategies for Educational Change, International Inn, Washington, D.C., Nov. 8-10, 1965.
03588
- Culkin, John M.
"A Schoolman's Guide to Marshall McLuhan," Saturday Review, March 19, 1967, pps. 51-53, 70-72.
05115 CA
- Cumming, E. and Cumming, J.
Closed Ranks: An Experiment in Mental Health Education, Cambridge: Harvard University Press for the Commonwealth Fund, 1957, 192 pp.
03598
- Cumming, E. and Cumming J.
"Two Views of Public Attitudes Toward Mental Illness," Mental Hygiene, April 1959, Vol. 43, pp. 211-221.
01321
- Cumming, J. and Cumming, E.
"Mental Health Education in A Canadian Community," in Paul, B. (ed.) Health, Culture and Community, New York: Russell Sage Foundation, 1955.
05116 AAM
- Cummings, E. E.
"A General Theory of How Ads Influence Consumers," Dissertation Abstracts, 1965, Vol. 26, No. 6, P. 3476.
03207
- Cummings, Gordon J.
"The Differential Adoption of Recommended Farm Practices Among Dairymen in a New York Community," Masters Thesis, Ithaca, New York: Cornell University, 1950.
02428
- Cummings, H. H. and MacKintosh, H. K.
"Textbook Selection and State Requirements," Department of Health, Education and Welfare, Office of Education, Curriculum Responsibilities of State Departments of Education, Miscellaneous, No. 30, Washington D.C.: Superintendent of Documents, Government Printing Office, 1958, pp. 20-26.
03643
- Cummins, J. D. and Kane, J. L., Jr.
"Miscegnation, The Constitution and Science," Dicta, Jan.-Feb. 1961, Vol. 38, P. 24.
02691
- Cunningham, Scott M.
"Perceived Risk as a Factor in Product-Oriented Word-of-Mouth Behavior: A First Step," Smith, L.G. (ed.), Reflections on Progress in Marketing, Chicago: American Marketing Association, 1964.
02427
- Cunningham, Scott M.
"Perceived Risk as a Factor in the Diffusion of New Product Information," paper presented at the American Marketing Association, Bloomington, Indiana, 1966.
06415
- Curle, Adam
Planning for Education in Pakistan: A Personal Case Study, Cambridge, Massachusetts: Harvard University Press.
02737
- Curran, William J.
"Behavioral Science Research in Judicial Administration: A Lawyer's Reply," Boston University Law Review, 1959, Vol. 39, pp. 164-171.
- Curry, A. E.
"Negro Worker and the White Client: A Commentary on the Treatment Relationship," Social Casework, March 1964, Vol. 45, PP. 131-136.
00824
- D**
- Dade County Public Schools
"Educational TV Project Evaluation, 1959-60," Miami, Florida: Dade County Board of Education, 1960, mimeo.
03652
- Dahle, T. L.
"Transmitting Information to Employees," Personnel, 1954, Vol. 31, pp. 243-246.
03612
- Dahling, Randall L.
"Shannon's Information Theory - The Spread of an Idea," Schramm, Wilbur (ed.) Studies of Innovation and of Communication to the Public, Stanford, California: Stanford University Institute for Communication Research, 1962.
01495 AA
- Dale, E.
Planning and Developing the Company Organization Structure, New York: American Management Association, 1952.
07141
- Dallas, D.
"Keeping Informed, A Big Problem in Engineering," Tool & Manufacturing Engineering, Aug. 1962, Vol. 49, pp. 51-54.
03302
- Dalrymple, Dana G.
"The American Tractor Comes to Soviet Agriculture: The Transfer of a Technology," Technology & Culture, Spring, 1964, Vol. 5, No. 2, pp. 191-214.
02975
- Dalton, M.
Men Who Manage, New York: Wiley and Sons, 1959.
07201

- Damle, Y. B.
"Communication of Modern Ideas and Knowledge in Indian Villages," Public Opinion Quarterly, Spring, 1956, Vol. 20, pp. 257-270.
01791
- Damle, Y. B.
"The Problem of Cultural Communication of Modern Ideas in Indian Villages," Agra University Journal of Research, Dec. 1955, Vol. 3 pp. 109-114.
02908
- Daniel, D. Ronald
"Reorganizing for Results," Harvard Business Review, Nov./Dec. 1966, pp. 96-105.
02584
- Daniels, R. S.
"Community Psychiatry: A New Profession, A Developing Subspecialty, or Effective Clinical Psychiatry?" Community Mental Health Journal, 1966, Vol. 2, No. 1, pp. 47-54.
03223
- Danielson, Lee E.
Characteristics of Engineers and Scientists: Significant for Their Utilization and Motivation, Ann Arbor, Michigan: Bureau of Industrial Relations, The University of Michigan, 1960.
03901
- Daniere, A.
"Planning Education for Economic Productivity," Harris, Seymour, Deitch, K. and Levensohn, A., (eds.) Challenge and Change in American Education, Berkeley, California: McCutcheon Pub. Corp., 1965.
00621
- Dantre, M. P.
"Adoption of Improved Farm Practices and Related Factors," Masters Thesis, Gwalior, India: College of Agriculture, 1963.
01492
- Darby, Charles L.
An Annotated Bibliography on the Automation of Instruction, Research Memorandum, Fort Bliss, Texas: Human Relations Research Organization, U.S. Army Air Defense Human Research Unit, July 1959.
03657
- Darity W. A.
"Some Sociocultural Factors in the Administration of Technical Assistance and Training in Health," Human Organization, Spring 1965, Vol. 24, pp. 78-82.
00838
- Darken, Arthur H.
"The Job of Keeping Informed," Social Action, March 1958, Vol. 24, pp. 20-25.
03321
- Dasgupta, Satadal
"Communication and Innovation in Indian Villages," Social Forces, 1965, Vol. 43, pp. 330-337.
01491
- Dasgupta, Stadal
"Innovation and Innovators in Indian Villages," Man in India, 1963, Vol. 43, pp. 27-34.
01489
- Dasgupta, Stadal
The Innovators, Calcutta, India: Department of Agriculture, Government of West Bengal, 1963.
01490
- Dasgupta, Stadal
"Sociology of Innovation," Bulletin of the Cultural Research Institute, 1962, Vol. 1, pp. 13-15.
01488
- Dasgupta, Stadal
"Village (or Community) Factors to the Level of Agricultural Practice," Paper Presented at Southern Sociological Society, New Orleans, 1966.
01487
- David, Henry P. and Swartley, William M.
"Toward More Effective International Communication in Psychology," American Psychologist, Nov. 1961, Vol. 16, No. 11, pp. 696-698.
02949
- David, P. T.
"Analytical Approaches to the Study of Change," Public Administration Review, September 1966, Vol. 26, p. 160.
10154
- Davidoff, P.
"Advocacy and Pluralism in Planning," in Eldredge, H. W. Taming Megalopolis, New York: Anchor, 1967.
06540
- Davis, Alice
"Technicways in American Civilization," Social Forces, 1940, Vol. 18, pp. 317-330.
01486
- Davis, Alva L. and McDavid, Raven, I., Jr.
"Shivaree: An Example of Cultural Diffusion," American Speech, 1949, Vol. 24, pp. 249-255.
01485
- Davis, J. A.
A Study of Participants in the Great Books Program: 1957, White Plains, New York: Fund For Adult Education, 1960.
03631
- Davis, J. A., et.al.
Great Books and Small Groups, New York: Free Press of Glencoe, 1961.
03625

- Davis, John
"Role of Research in Industrial Development,"
Western Business & Industry, March-April 1961,
Vol. 35, pp. 28-31.
03288
- Davis, K.
"Management Communication and the Grapevine,"
Harvard Business Review, 1953, Vol. 31, pp.
43-49.
07152
- Davis, Morris
"Community Attitudes Toward Fluoridation,"
Public Opinion Quarterly, 1959, Vol. 23, pp.
474-482.
01484
- Davis, M. S. and Eichhorn, R. L.
"Compliance with Medical Regimens: A Panel
Study," Journal of Health and Human Behav-
ior, 1963, Vol. 4, No. 4, pp. 240-249.
03621
- Davis, O. L., Jr.
"Organized Knowledge Influencing Curriculum
Decisions," Review of Educational Research,
June 1963, 33:245-53.
06416
- Davis, O. L., Jr., et.al.
"Curriculum Planning and Development," Review
of Educational Research, June 1963, Vol. 33,
pp. 227-335.
00898
- Davis, Richard A. and Bailey, Catherine A.
Bibliography of Use Studies, Philadelphia:
Drexel Institute of Technology, 1964.
06774
- Davis, R. H.
"The International Influence Process: How
Relevant is the Contribution of Psychologists?,"
American Psychology, 1966, Vol. 21, No. 3,
pp. 236-243.
05118
- Davis, Richard H.
Personal and Organizational Variables Related
to the Adoption of Educational Innovations in
a Liberal Arts College, Ph.D. Thesis, Chicago,
Illinois: University of Chicago, 1965.
01483
- Davis, R. C.
"Commitment to Professional Values as Related
to the Role Performance of Research Scien-
tists," Dissertation Abstracts, 1957, Vol. 17,
pp. 1401-1402.
03620
- Davis, Robert C.
The Public Impact of Science in the Mass Media:
A Report on a Nation-Wide Survey for the Nat-
ional Association of Science Writers, Ann
Arbor: Institute for Social Research, 1958,
pp. 254.
05119 AA
- Davis, S.
"An Organic Problem Solving Method of Organ-
izational Change," Journal of Applied Behav-
ioral Science, 1967, Vol. 3, pp. 3-21.
07203
- Davison, P. S.
"Records of Research and Discovery: Neglected
Assets of Science," Research, Applied in In-
dustry, April-May 1961, Vol. 14, pp. 159-163.
02750
- Davison, R. H.
"Westernized Education in Ottoman, Turkey,"
Middle East Journal, Summer 1961, Vol. 15,
pp. 289-301.
01772
- Davison, W. Phillips
"Foreign Policy," in Lazarsfeld, Paul F.,
Sewell, William H. and Wilensky, Harold L.,
(eds.) The Uses of Sociology, New York: Basic
Books, 1967, pp. 391-417.
06627
- Davison, W. Phillips
"On the Effects of Communication," Public
Opinion Quarterly, 1959, Vol. 23, No. 3,
pp. 343-360.
02058
- Daw, Robert W. and Gage, N. L.
"Effect of Feedback from Teachers to Princi-
pals," Journal of Educational Psychology,
1967, Vol. 58, pp. 181-188.
06403
- Dawson, Dan T. and McClintock, William F.
"The Revolution in Mathematics," The National
Elementary Principal, Sept. 1963, Vol. 43,
pp. 15-21.
01057
- Day, Melvin S.
"Scientific and Technical Information Program
of the National Aeronautics and Space Admin-
istration," U.S. Atomic Energy Commission
Literature of Nuclear Science: Its Management
and Use, Oak Ridge, Tennessee: The U.S. Atomic
Energy Commission, 1962, pp. 361-377.
02780
- Dean, Alfred
"Some Factors Related to 'Rationality' in Deci-
sion-Making among Farm Operators," Masters The-
sis, Chapel Hill, North Carolina: University
of North Carolina, 1958.
01482
- Deasy, Leila C.
"Socio-Economic Status and Participation in
the Poliomyelitis Vaccine Trials," American
Sociological Review, 1956, Vol. 21, pp. 185-
191.
06011 CA
- DeBernardis, A., et.al.
Planning Schools for New Media, Portland,
Oregon: Portland State College, 1961.
03628
- DeBernardis, Amo, Crossman, David M. and Miller,
Thomas E.
"Media, Technology, and IMC Space Require-
ments," Audiovisual Instruction, Feb. 1965,
Vol. 10, pp. 107-114.
03632

- Dedrich, R.
Communication of Technical Information, New York: Chemonomics Incorporated, 1952, 116 pp. 03613
- DeFleur, Melvin L.
"A Mass Communication Model of Stimulus Response Relationships: An Experiment in Leaflet Message Diffusion," Sociometry, 1956, Vol. 19, pp. 12-25. -00148
- DeFleur, Melvin L.
"Mass Communication and Social Change," Social Forces, 1966, Vol. 44, No. 3, pp. 314-326. -00147
- DeFleur, Melvin L.
"Mass Communication Theory and the Study of Rumor," Sociological Inquiry, 1962, Vol. 32, pp. 51-70. -01478
- DeFleur, Melvin L.
Theories of Mass Communication, New York: David McKay Co., 1966, 171 pp. 06628
- DeFleur, Melvin L. and DeFleur, Lois B.
"The Relative Contribution of Television as a Learning Source for Children's Occupational Knowledge," American Sociological Review, 1967, Vol. 32, No. 5, pp. 777-789. 06775
- DeFleur, Melvin L. and Larson, Otto W.
The Flow of Information: An Experiment in Mass Communication, New York: Harper, 1958. -01477
- deGrazia, A.
"Elements of Social Invention," American Behavioral Science, 1961, Vol. 5, No. 4, pp. 6-9. 03817
- deGrazia, Alfred
"The Science and Values of Administration - II," Administrative Science Quarterly, March 1961, Vol. 5, No. 4, pp. 556-582. 02828
- deGrazia, Alfred and Sohn, David A. (eds.)
Revolution in Teaching: New Theory, Technology and Curricula, New York: Bantam Books, 1964. 03793
- Deitrick, John E. and Berson, Robert C.
Medical Schools in the United States at Mid-Century, Evanston: Association of American Medical Colleges, 1960. 00678
- Delp, Mahlon, Rising, Jesse D. and Nelligan, William D.
"Postgraduate Medicine," Journal of the Kansas Medical Society, March 1960, Vol. 61, pp. 109-113 & 121. 00682
- Dempsey, Richard Allen
An Analysis of Teachers' Expressed Judgments of Barriers to Curriculum Change in Relation to the Factor of Individual Readiness to Change, Ph.D. Thesis, East Lansing, Michigan: Michigan State University, 1963. 01476
- Denis, Elmer C.
Adoption Status of the Country-Wide Farm Panel, St. Louis, Missouri: Doane Agricultural Service, 1961. 01475
- Dennerll, Donald and Chesler, Mark
"Where Do New Teaching Practices Come From? ... and Where Do They Go?" Michigan Elementary Principal, December 1964, Vol. 39, No. 2. 05121 CA
- Dennis, Wayne and Girden, Edward
"Do Psychologists Read " The Case of the Psychological Bulletin," American Psychologist, 1953, Vol. 8, pp. 197-199. 05122 CA
- Dentler, R. A.
Major American Social Problems, Chicago: Rand McNally, 1967. 06368
- Dentler, Robert
"Strategies for Innovation in Education: A View from the Top," Paper given at the Columbia University School of Social Work Public Policy Institute, October 15, 1964, Mimeo. 06629
- Denver Research Institute
"The Channels of Technology Acquisition in Commercial Firms, and the NASA Dissemination Program, Springfield, Va.,: Clearinghouse for Federal Scientific and Technical Information. 06111 June, 1967.
- Denver Research Institute
"Technology Transfer--A Selected Bibliography," (Prepared by M.Terry Sovel), for the National Aeronautics and Space Administration, Denver, Colorado: Industrial Economics Division, University of Denver, November 11, 1968. 07074
- Department of Health, Education and Welfare, Office of Education
Facilitating Desirable Change in the Educational Program for Children and Youth, Division of State Agency Cooperation, Sec. 505, Title V, P.L. 89-10. Special Project Abstracts. 03915 CLS
- "Department Store Sells Research to Increase Public's Scientific Knowledge," Industrial Laboratories, The Magazine of R & D, April 1958, Vol. 9, pp. 96-98. 02569
- Derryberry, M.
"Health Education Aspects of Sanitation Programmes in Rural Areas and Small Communities," World Health Organization Bulletin No. 10, 1954, pp. 145-154. 05123

- Dershimer, R. A.
"The Effects of Planned Change in the Federal Government," Theory into Practice, February 1966, Vol. 5, No. 1, pp. 58-60.
02385
- Deshmukh, B. R.
"Relative Influencing Capacity of Different Agencies in Persuading Rural Youth to Adopt Improved Farm Practices," M.S. Thesis, New Delhi: Indian Agricultural Research Institute, 1960.
01474 AA
- DeSimone, Daniel V.
"Impact of Law on Technological Innovation," Proceedings from Technology Transfer and Innovation Sponsored by the National Planning Association, National Science Foundation, May 15-17, 1966, p. 37.
07052
- Desroche, H.
"Cooperative Vitality and a Plan of Rural Development," International Review of Community Development, 1962, Vol. 10, pp. 3-24.
01258
- Dession, G. H.
"Psychiatry and Public Policy," Psychiatry, 1955, Vol. 18, pp. 1-8.
03622
- "Detail of M.D.'s by RxMen Increases," American Druggist, December 1960, Vol. 142, No. 13, pp. 39-40.
00664 CA
- "Detailman is Top Source for New Product Data," New Medical Materla, March 1959, Vol. I, No. 3, pp. 18-19.
05129
- The Department of Industrial Engineering and Management Sciences
"A Proposal for a Study of Research Personnel in Their Information Environment," The Department of Industrial Engineering and Management Sciences, Northwestern University, Aug. 1964.
01572
- Deutch, M. J.
"Changing Patterns of Chemical R & D," Chemical Engineering Progress, July 1965, Vol. 61, pp. 31-35.
02192
- Deutsch, K. W.
"The Nerves of Government: Models of Political Communication and Control," New York: Free Press of Glencoe, 1963, 316 pp.
00903
- Deutsch, K. W.
"On Social Communication and the Metropolis," Daedalus, Winter 1961, Vol. 90, pp. 79-98.
00904
- Deutsch, Karl W.
"Toward a Theory of Power and Political Structure," in Comparative Theories of Social Change, Ann Arbor: Foundation for Research on Human Behavior, 1966, pp. 60-80.
-06059
- Deutscher, Irwin
"Words and Deeds: Social Science and Social Policy," Social Problems, 1966, Vol. 13, No. 3, pp. 235-254.
00146
- Deutschmann, Paul J.
"Debate Viewing, Conversation, and Changes in Voting Intentions in Lansing, Michigan," East Lansing, Michigan: Michigan State University, Unpublished paper, 1961.
01473
- Deutschmann, Paul J.
"The Mass Media in an Underdeveloped Village," Journalism Quarterly, Winter 1962, Vol. 40, No. 1, pp. 27-35.
02812
- Deutschmann, Paul J., Barrow, Lionel C., Jr., and McMillan, Anita
"The Efficiency of Different Modes of Communication," AudioVisual Communication Review, 1962, Vol. 10, No. 3, pp. 176-178.
02057
- Deutschmann, Paul J. and Danielson, Wayne A.
"Diffusion of Knowledge of the Major News Story," Journalism Quarterly, 1960, Vol. 37, pp. 345-355.
01471
- Deutschmann, Paul J. and Fals Borda, Orlando
"Communication and Adoption Patterns in an Andean Village, San Jose, Costa Rica, Programa Interamericano de Informacion Popular, 1962.
01470
- Deutschmann, Paul J. and Fals Borda, Orlando
"La Comunicacion de Las Ideas Entre Los Campesinos Colombianos, Bogota, Universidad Nacional de Colombia, Monografias Sociologicas 14, 1962.
01468
- Deutschmann, Paul J. and Havens, A. Eugene
"Discontinuances: A Relatively Uninvestigated Aspect of Diffusion," Unpublished paper, Madison, University of Wisconsin, Department of Rural Sociology, 1965.
01469
- Deutschmann, P. J. and McNelly, J. T.
"Impact of a 4-H Television Series, East Lansing: Michigan State University, College of Communication Arts, Communication Research Center, 1958.
03626

- Deutschmann, P. J., McNelly, J. K. and Ellingsworth, H.
"Mass Media Use by Sub Elites in Eleven Latin American Countries," Journalism Quarterly, Autumn, 1961, Vol. 38, pp. 79-83.
 00906
- Deutschmann, Paul J. and Mendez, Alfredo
Adoption of Foods and Drugs in Cholena: A Preliminary Report, San Jose: Costa Rica Programs Interamericana de Informacion Popular, 1962.
 01467
- Deutschmann, Paul J. and others
Adoption of New Foods and Drugs in Five Guatemalan Communities, San Jose: Costa Rica, Instituto de Nutricion de Centro America and Programa Interamericano de Informacion popular, 1965.
 01466
- Dewey, J. et.al.
"Scientific Method and Social Change," American Behavioral Scientist, Sept. 1960, Vol. 4, p. 38.
 00907
- Dexter, Lewis Anthony
"Communications--Pressure, Influence or Education," in Dexter, Lewis and White, David, People, Society and Mass Communications, New York: Free Press, 1964.
 01255
- Dexter, Lewis Anthony
"On the Use and Abuse of Social Science by Practitioners," American Behavioral Scientist, Nov. 1965, Vol. 9, No. 3, p. 25.
 00142
- Dexter, L. A.
"The Sociology of Adjudication: Who Defines Mental Deficiency," American Behavioral Scientist, October, 1960. Vol. 4, pp. 13-15.
 00140
- Dexter, L. A. and White, D. M. (eds.)
People, Society and Mass Communications, New York: Free Press of Glencoe, 1964, 595 pp.
 03624
- Deyoe, G. P.
Adjusting Local Programs of Vocational Education in Agriculture to Changes in Agriculture, Urbana: Division of Agricultural Education, University of Illinois, 1959.
 03627
- Dhaliwal, A. J. Singh and Sohal, T. S.
"Extension Practices and Socio-Economic Status of Farmers," Indian Contacts in Relation to Adoption of Agricultural Journal of Extension Education, 1965, Vol. 1, pp. 58-62.
 01465
- Dhillon, J. S. and Samundri B. S.
"Attitude of Village Level Workers Towards Community Development Programme," Indian Journal of Extension Education, 1965, Vol. 1, No. 2, pp. 83-91.
 00138 PA
- Diaz, Juan B.
Bonito and Timbauba: Exploratory Study of the Leaders of Two Towns of the Brazilian Northeast at Different Levels of Development. Paper presented at the American Society for Applied Anthropology, San Juan, Puerto Rico, 1964.
 01464
- Diaz, Juan B.
"Sociological and Psychological Factors Related to the Search for Instrumental Information Among Farmers of the Brazilian Northeast," Paper presented to the First Interamerican Research Symposium on the Role of Communications in Agricultural Development, Mexico City, 1964.
 01463
- Dichter, Ernest
A Research Study on Pharmaceutical Advertising, 1955, 54 pp.
 00690
- Dichter, Ernest
"How Word-of-Mouth Advertising Works," Harvard Business Review, Nov./Dec. 1966, Vol. No. pp. 147-167.
 02585
- Dichter, Ernest
The Strategy of Desire, Garden City, New York: Doubleday and Co., Inc., 1960.
 03794
- Dick, Walter
"The Development and Current Status of Computer-Based Instruction," American Educational Research Journal, Jan. 1965, 2:41-53.
 06417
- Dickens, Milton, and Williams Frederick
"Mass Communication " Review of Educational Research, 1964, Vol. 34, No. 2, pp. 211-221.
 02054
- Dickson, L. H.
The Community Development Approach in Extension Work in Tennessee, Ph.D. Thesis, Ithaca, New York: Cornell University, 1959.
 03630
- Diebold, John
Beyond Automation: Managerial Problems of an Exploding Technology, New York: McGraw-Hill, 1964.
 03804

- Di Lorenzo, Louis T.
 "Appraisal of ESEA Title IV Graduate Research Training Programs," Special Project Memorandum, New York State Education Department, 17 pp.
 06016 CA
- Dimit, Robert M.
Diffusion and Adoption of Approved Farm Practices in 11 Counties in Southwest Virginia, Ph.D. Thesis, Ames, Iowa State University, 1954.
 01462
- "Direct Mail Volume Up," Medical Marketing, June 1960, Vol. 19, No. 11, pp. 10-13.
 05130
- Diswath, Bencha
The Adoption of a Sanitary Practice in Five Thai Villages, M.S. Thesis, Ithaca, Cornell University, 1964.
 01461
- Dittes, J. E. and Kelley, H. H.
 "Effects of Different Conditions of Acceptance Upon Conformity to Group Norms," Journal of Abnormal Social Psychology, 1956, Vol. 53, pp. 100-107
 -06288
- Division of Medical Science National Academy of Sciences
 "Communication Problems in Biomedical Research: Report of a Study," Federation Proceedings, September-October, 1964, Vol. 23, No. 5.
 02136
- Division of Vocational Education
A Study of the Diffusion Process of Vocational Education Innovations, Lansing, Michigan: Department of Education, 1967.
 06418
- Dixon, Donald F.
 "Innovation in Gasoline Marketing," Business Horizons, Summer 1965, Vol. 8, pp. 5-6+.
 02268
- Djerassi, Carl
 "A High Priority? Research Centers in Developing Nations," Bulletin of the Atomic Scientists, Jan. 1968, Vol. XXIV, No. 1, pp. 22-27.
 06776
- Dobyns, Henry F.
 "Blunders with Bolsas: A Case Study of Diffusion of Closed-Basin Agriculture," Human Organization, 1951, Vol. 10, pp. 25-32.
 01460
- Dodd, Stuart C.
A Controlled Experiment on Rural Hygiene in Syria, New York, Oxford, 1934.
 01459
- Dodd, Stuart Carter
 "Diffusion is Predictable: Testing Probability Models for Laws of Interaction," American Sociological Review, 1955, Vol. 20, pp. 392-401.
 00134
- Dodd, S. C.
 "Formulas for Spreading Opinions," Public Opinion Quarterly, Winter 1958-1959, Vol. 22, pp. 537-554.
 01787
- Dodd, Stuart Carter
 "A Measured Wave of Interracial Tension," Social Forces, 1951, Vol. 29, pp. 281-289.
 01457
- Dodd, S. C.
 "The Momental Models for Diffusing Attributes," Darshana, Oct. 1962, Vol. 2, pp. 71-85.
 00909
- Dodd, Stuart C.
 "A Test of Message Diffusion by Chain Tags," American Journal of Sociology, 1956, Vol. 61, pp. 425-432.
 00135
- Dodd, Stuart C.
 "Testing Message Diffusion From Person to Person," Public Opinion Quarterly, 1952, Vol. 16, pp. 247-262.
 01456
- Dodd, S.
 "Testing Message Diffusion in Controlled Experiments," American Sociological Review, 1953, Vol. 18, p. 412.
 03614
- Dodd, S. and McCurtain, M.
 "The Logistic Law in Communication," in Series Research in Social Psychology, Washington, D.C.: National Institute of Social and Behavioral Sciences, Symposium Studies Series No. 8, 1961.
 00131
- Dohrenwend, Bruce P.
 "Some Indications of Methodological Malaise in Social Psychiatric Research," The British Journal of Social Psychiatry, 1966, Vol. 1, No. 1, pp. 29-40.
 06778
- Domar, E. D.
 "On the Measurement of Technological Change," Economic Journal, Dec. 1961, Vol. 71, pp. 709-729.
 00813
- Donald, Marjorie N.
Some Concomitants of Varying Patterns of Communication in a Large Organization, Ph.D. Thesis, Ann Arbor: University of Michigan, 1957.
 06779

- Done, Arthur A.
 "Differences between Advertised and Medical Uses of Drugs," Journal of Advertising Research, September 1960, Vol. 1, pp. 18-21.
 10689
- Done, A. A.
 "Product Innovation in the United States Pharmaceutical Industry," Ph.D. Thesis Dissertation Abstracts, Vol. 24, pp. 5049.
 05131
- Donley, Donald T. and others
 "The Investigation of a Method for the Dissemination of Educational Research Findings to Practitioners," Abstract No. 303 388, Office of Education Research Reports 1956-65, Resumes, Washington, D.C.: Government Printing Office 1967, p. 184.
 06630.
- Donnahoe, Alan S.
 "Mass Communication Theory: A Macroscopic Approach," Journalism Quarterly, 1957, Vol. 34, pp. 443-451.
 01632
- Donnelly, R. C., Schwartz, R. D. and Katz, J.
 "Some Comments upon the Law and Behavioral Science Program at Yale," Journal of Legal Education, 1959, Vol. 12, p. 83.
 02919
- Doob, Leonard W.
 "Attitudes and the Availability of Knowledge Concerning Traditional Beliefs," Journal of Abnormal Social Psychology, Sept. 1959, Vol. 59, pp. 286-290.
 01619
- Doob, Leonard W.
Communication in Africa: A Search for Boundaries, New Haven: Yale University Press, 1961, 406 pp.
 02053
- Doob, Leonard W.
Social Psychology: An Analysis of Human Behavior, New York: Holt, 1952, 583 pp.
 -06365
- Doob, Leonard W.
 "The Utilization of Social Scientists in the Overseas Branch of the Office of War Information," American Political Science Review, August, 1947, Vol. 41.
 06631
- Dooley, Sister Marie C. R.S.H.M.
The Relation Between Arithmetic Research and the Content of Elementary Arithmetic Text-books, 1900-1952, Ph.D. Thesis, Los Angeles: University of Southern California, 1959.
 03642
- Dorfman, W.
Closing the Gap between Medicine and Psychiatry, Springfield, Illinois, C. C. Thomas, 1966, 209 pp.
 03198
- Dorn, R. M.
 "The Role of the Psychoanalyst in Community Mental Health," CMH Journal, 1966, Vol. 2, No. 1, pp. 5-12.
 03244
- Douds, Charles F. and Rubenstein, Albert H.
 "Some Models of Organizational Interfaces in the R and D process," A Working Paper, Department of Industrial Engineering and Management Sciences, Northwestern University, March 1966.
 01577
- Dougherty, Richard M.
 "The Scope and Operating Efficiency of Information Centers as Illustrated by the Chemical-Biological Coordination Center of the National Research Council," College and Research Libraries, January 1964, Vol. 25, pp. 7-12.
 02335 CA
- Dowe, Ray M.
 "Collection and Dissemination of Scientific Information," Military Review, Nov. 1964, Vol. 44, pp. 55-65.
 02282
- Downey, Lawrence W. and Enns, Frederick (eds.)
The Social Sciences and Educational Administration, Edmonton: Division of Educational Administration, University of Alberta, 1963.
 06632
- Doyle, L. B.
Perpetual User Studies, A Prerequisite for Management of Information on a National Scale, Santa Monica, Calif.: System Development Corporation, June 1965.
 02137
- Dozier, E. P.
 "Forced and Permissive Acculturation," American Indian, Spring 1955, Vol. 7, pp. 38-44.
 00132
- Draper, Elizabeth
Birth Control in the Modern World, Penguin Books, 1966, 333 pp.
 03623
- Dresden, Mark Kenyon, Jr.
 "Are Physicians Receptive to Pharmaceutical Promotion by Direct Mail?" 1960. 20 pp.
 00769
- Drexel Graduate School of Library Science
Technical Information Center Administration II Drexel Information Science Series No. 2, Drexel Graduate School of Library Science and Spartan Press, 1966, 169 pp.
 03885

- Dror, Yehezkel
 "Public Administration: Four Cases from Israel and the Netherlands," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 418-426.
 06633
- Drucker, Peter F.
 "The Educational Revolution," Etzioni, Amitai and Etzioni, Eve, (eds.) Social Change: Sources, Patterns and Consequences, New York: Basic Books, Inc., 1964, pp. 236-242.
 05132
- Drucker, P. F.
 "Modern Technology and Ancient Jobs," Technology and Culture, Vol. 4, No. 3.
 06361
- Drucker, P. F.
 "Twelve Fables of Research Management," Harvard Business Review, 1963, Vol. 41, No. 1, pp. 103-108.
 03930
- Drum Dale D.
 "Change, Meaning and Information," Journal of Communication, 1957, Vol. 7, pp. 161-170.
 01731
- Dryden, Hugh, L.
 "Interaction Between Space Exploration, Science and Technology," Speaking of Space & Aeronautics, July 1965, Vol. 1, No. 9.
 03684
- Dubarle, Louis Dominique
 "The Proper Public of Science: Reflections on a Cartesian Theme Concerning Humanity and the State as Audiences of the Scientific Community," Minerva, Summer 1963, Vol. 1, No. 4, pp. 405-427.
 01266 SA
- Dube, S. C.
 "Some Problems of Communication in Rural Community Development," Economic Development and Cultural Change, 1957, Vol. 5, pp. 129-146.
 02051
- Dube, S. K.
Factors Affecting Adoption, Non-Adoption and Reversion of Improved Farm Practices in Bareilly Block, M.P., M.S. Thesis, Jabalpur, India, Government Agricultural College, 1961.
 01455
- Dubey, D. and Sutton, Willis
 "A Rural 'Man in the Middle': The Indian Village Level Worker in Community Development," Human Organization, Summer 1965, Vol. 24, No. 2, pp. 148-151.
 02964
- Dubey, D. C. and others
Village Level Workers: Their Work and Result Demonstrations, India: National Institute of Community Development, 1962.
 01454
- Dubin, M. M.
 "Exchanging Scientific Information," Bulletin of the Atomic Scientists.
 02761
- DuBois, C.
The Public Health Workers as an Agent of Socio-Cultural Change, Oakland, California: Society of Public Health Educators, Health Education Monograph, 1959, No. 5, pp. 3-19.
 05133
- DuBridge, Lee A.
 "The Government Role in Science Education," Bulletin of the Atomic Scientists, 1966, Vol. 22, pp. 16-20.
 06019 CA
- DuBridge, L. A.
 "Policy and Scientists," Foreign Affairs, April 1963, Vol. 41, No. 3, pp. 571-588.
 03008
- Dudden, A. P.
 "The Organization Man: As Student," Personnel Journal, 1960, Vol. 38, No. 286-291.
 03136
- Dugger, Roy W.
 "Vocational Education Act of 1963 and Manpower Development and Training Act of 1962," Audio-Visual Instruction, 1965, Vol. 10, pp. 635-637.
 06038
- Duhl, L.
 "Planning and Prediction Or What You Do When You Don't Know the Name of the Variables," Toward the Year 2000: ALUS, 1967, Vol. 96, No. 3, pp. 779-788.
 06531
- Duijker, H. C. J. and Rokich, J., Stern
 "Organizational Aspects of Crossnational Social Research," Journal of Social Issues, 1954, Vol. 10, No. 4, pp. 8-24.
 01219
- Duncan, James A. and Kreitlow, Burton W.
 "Selected Cultural Characteristics and the Acceptance of Educational Programs and Practices," Rural Sociology, Dec. 1954, Vol. 19, No. 4, pp. 349-51.
 01224
- Duncan, M. G.
 "Experiment in Applying New Methods in Field Work," Social Casework, April 1963, Vol. 44, pp. 179-184.
 00784

Dunham, Franklin

"A New Road to the Abundant Life: A Survey of Educational Television," American Psychologist, 1955, Vol. 10, pp. 615-617.
00128

Dunlop, John T. (ed.)

Automation and Technological Change, Englewood Cliffs, N.J.: Prentice-Hall, 1962.
06780

Dunn, H. W.

"The Dissemination of Medical Information," Pediatrics, May 1962, Vol. 29, pp. 689-691.
00126 CA

Dupree, A. Hunter

"Central Scientific Organization in the United States Government," Minerva, Summer 1963, Vol. 1, No. 4, pp. 453-469.
01265 SA

Dupree, A. Hunter

"Public education for science and technology," Science, Sept. 1961, Vol. 134, 3481 5, pp. 716-718.
02799

Dupree, A. Hunter

Science in the Federal Government, Cambridge, Mass.: Harvard University Press, 1957.
07093

Dusenbury, Warren

"CPM for New Product Introductions," Harvard Business Review, 1967, Vol. 45, pp. 124-139.
06072

Duvali, D. P. and others

The Effectiveness, Acceptability and Feasibility of Technical Training Courses on Sound Motion Pictures and Slides Plus Tapes, NAVTRADEVEN - 364 - 1, Port Washington, New York: Naval Training Devices Center, 1960.
03633

Dworkin, Solomon and Holden, Alan

"An Experimental Evaluation of Sound Filmstrips vs. Classroom Lectures," Journal of the Society of Motion Pictures and TV Engineers, 1959, Vol. 68, pp. 383-385.
02050

Dyckman, John W.

"Social Planning, Social Planners, and Planned Societies," American Institute of Planners Journal, March 1966, Vol. 32, pp. 66-76.
06529

Dyken, J. W., Hyde, R. W., Orzaek, L. H., and York, R. H.

Strategies of Mental Hospital Change, Massachusetts Department of Mental Health, 1964, pp. 187.
05134

E

"E.T.V.--The Widening Picture," EDUCOM, Bulletin of the Interuniversity Communications Council, March 1967, Vol. 2, No. 2.
07010

Eames, R. D. and Starr, J.

"Technical Publications and the User," Human Factors, 1965, Vol. 7, No. 4, pp. 363-369.
03262

Eash, Maurice J.

"A Critical Analysis of Three Models for Implementation of Research Findings," paper presented at Annual Meeting of the American Educational Research Association, 1967.
06024 CLS

Eaton, Joseph W.

"Controlled Acculturation: A Survival Technique of the Hutterites," American Sociological Review, June, 1952, Vol. 17, pp. 333-340.
00125

Eaton, J. W.

Stone Walls Do Not a Prison Make: The Anatomy of Planned Administrative Change, Springfield, Ill.: Thomas, 1962, 212 pp.
00891

Eaton, Joseph W.

"Symbolic and Substantive Evaluative Research," Administrative Science Quarterly, March 1962, Vol. 6, No. 4, pp. 421-442.
05135

Ebel, Robert L.

"Some Limitations of Basic Research in Education," Paper presented for the AERA Symposium on Basic and Applied Research and Public Policy, New York February 16, 1967 mimeo.
13048 CLS

Eboch, Sidney C.

Implementation of Research Strategies and Tactics for Demonstrations of New Media, U.S. Office of Education, Project No. 5-0264, Columbus: Ohio State University, September 1966, 148 pp.
06634

Eckaus, R. S.

"Notes on Invention and Innovation in Less Developed Countries," American Economic Review: Papers and Proceedings, May 1966 Vol. 56, pp. 83-117.
00124

Eckstein, O., and Bensen, C.S.

"State and Local Investment in Education," Harris, Seymour, K.. (ed.) Challenge and Change in American Education, Berkeley, Calif: McCutcheon Publishing Corp., 1965.
00644

- Eddy, F. D.
 "The Secondary School Language Laboratory: Some Observations on Present Practice and Long Range Possibilities," Reports of the Working Committees, 1956 Northeast Conference on the Teaching of Foreign Languages, MAT Program, New Haven, Conn.: Yale University Press, 1956, pp. 1-31.
 03654
- Eden, M.
 "Storage & Retrieval of the Results of Clinical Research," IRE Trans. Medical Electronics M.E., Oct. 1960, Vol. 7, pp. 265-268.
 00123
- Edling, Jack V.
 "Role of Newer Media in Planned Change," Symposium on Education and Development, Comparative Education Review, June 1964, Vol. 8, pp. 5-47.
 00863 AAM
- Edmundson, H. P. and Wyllis, R. E.
 "Automatic Abstracting and Indexing - Survey and Recommendations," in Sharp, Harold S. (ed.), Readings in Information Retrieval, New York: Scarecrow Press, 1964, pp. 390-412.
 06147
- Educational Affairs Department, Ford Motor Company
 "Product Planning and Development," (Educational Aids Series, Vol. 1) Dearborn, Michigan, the Educational Affairs Department, 1965, pp. 7.
 01371
- Educational Communications Conference (Sponsored by Conference on Educational Communications at Duke University) Special Libraries, July-August 1966, Vol. 57, pp. 4-10.
 00122
- Educational Records Bureau
Innovation and Experiment in Modern Education, Washington, D.C.; American Council on Education, 1965, 159 pp.
 02253
- "Effectiveness and Value of Inquiry Producing Advertisements in Mail and Publications," Modern Medicine Topics, 1962, Vol. 23, No. 2, pp. 5.
 05137
- Eibler, Herbert John
A Comparison of the Relationships Between Certain Aspects or Characteristics of the Structure of the High School Faculty and the Amount of Curriculum Innovation, Ph.D. Thesis, Ann Arbor, University of Michigan, 1965.
 01452
- Eichholz, G.
Development of a Rejection Classification for Newer Educational Media, Ph.D. Thesis, The Ohio State University, 1961.
 03805
- Eicholz, G.
"Why Do Teachers Reject Change?" Theory Into Practice, 1963, Vol. 2, pp. 264-268.
 00121
- Eicholtz, G. and Rogers, E.
"Resistance to the Adoption of Audio-Visual Aids by Elementary School Teachers: Contrasts and Similarities to Agricultural Innovation," Miles, Matthew B. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, New York, 1964.
 01185
- Eide, Kjell
"Organization of Educational Planning," Adams, Don (ed.), Educational Planning, Syracuse University New York Center for Developing Education, All-University School, School of Education, 1964.
 01623
- Eiduson, B. T. and Brooks, S. H. and Motto, R. L.
"A Generalized Psychiatric Information-Processing System," Behavioral Science, 1966, Vol. 11, No. 2, pp. 133-142.
 03248
- Eisenman, Russel
"Reducing Prejudice by Negro White Contacts," Journal of Negro Education, 1965, Vol. 34, No. 4, pp. 461-462.
 03636
- Eisenstadt, S. N.
"Conditions of Communicative Receptivity," Public Opinion Quarterly, 1953, Vol. 17, pp. 363-374.
 03896
- Eisenstadt, S. N.
"Institutionalization and Change," American Sociological Review, April 1964, Vol. 29, pp. 235-247.
 00809 CA
- Eisenstadt, S. N.
Modernization: Protest and Change, Englewood Cliffs, N.J.: Prentice Hall, 1966.
 00120
- Eisenstadt, S. N.
"Processes of Change and Institutionalization of the Political Systems of Centralized Empires," Zollschan, George K. and Hirsch, Walter (eds.), Explorations in Social Change, Boston: Houghton Mifflin Company, 1954, pp. 432-451.
 01340
- Eisenstadt, S. N.
"Transformation of Social, Political, and Cultural Orders in Modernization," American Sociological Review, Oct. 1965, Vol. 30, pp. 659-673.
 00119

- Ekvall, R. B. and Downs, J. F.
"Notes on Water Utilization and Rule in Sayka Domain - Tibet," Journal of Asian Studies. 00118
- El-Hagrasy, Saad M.
"The Teacher's Role in Library Service," Journal of Experimental Education, June 1962, Vol. 30, pp. 347-354.
03639 2 0 Education
RER 34: 2 1964
- Ellenbogen, Bert
Age, Status and Diffusion of Preventive Health Practices, Ithaca, New York, Cornell University, Department of Rural Sociology Bulletin 64, 1964.
01446
- Ellenbogen, Bert L. and Others
Factors in Farmers' subscription to Health Insurance, New York, New York State College of Agriculture, Cornell University Bulletin 60, 1961.
01445
- Elliott, John G.
The Diffusion of Farm Practices as a function of the role of Elevator operators (Feed and Grain Dealers) as reference others to their farmer clientele, M.S. Thesis, East Lansing, Michigan State University, 1965.
01448 AA
- Elliott, John G. and Couch, Carl J.
"Operators of Grain Elevators as Diffusers of Farm Practices," East Lansing, Michigan State University, Institute for Extension Personnel Development Publication 20, 1965.
01447 CA
- Ellis, W. W.
"An Inventory of Federal Research in the Behavioral Sciences," American Behavioral Scientist, May 1964, Vol. 7, pp. 32-50.
03637
- Ely, D. P.
"Communication Programs in Higher Education," AV Communication Review, Winter 1960, Vol. 8, pp. 69-73.
03638
- Emery, F. E. and Oeser, O. A.
Information, Decision, and Action, New York: Cambridge University Press, 1958, pp. 132.
02897
- Encel, S.
"Science and Government Policy: II. The United States of America," Public Administration, December, 1965, Vol. 24, No. 4, pp. 298-309.
01149
- Engel, James F. and others
"Sources of Influence in the Acceptance of New Products for Self-Medication: Preliminary Findings," unpublished paper, Columbus, Ohio: State University, Department of Business Organization, 1966.
06419
- Engineers Joint Council, Engineering Research Committee
"Technical Information Flow," The Nation's Engineering Research Needs 1965-1985, Summary report, New York: Engineers Joint Council, 1962, pp. 37-8.
06781
- English, Horace B. and English, Ava C.
A Comprehensive Dictionary of Psychological and Psychoanalytical Terms, New York: Longman, Green, 1958.
07109
- Ennis, P. H.
"The Social Structure of Communication Systems: A Theoretical Proposal," Studies in Public Communication, Summer 1961, Vol. 3, pp. 120-144.
00897 CA
- Engel, L.
"Innovations in Communications," What's New, 1960, Vol. 220, pp. 24-25.
00115
- Enos, John L.
"Invention and Innovation in the Petroleum Refining Industry," Paper presented at the Conference on the Economic and Social Factors determining the Rate and Direction of Inventive Activity, New York, 1960.
01443
- Enrich, Robert
"Contrasting Disciplinary Preferences for Barnett's Types of Innovation," Sociometry, Dec. 1959, Vol. 22, No. 4, pp. 297-306.
02887
- Ensminger, Douglas
"Ways of Overcoming Obstacles to Farm Economic Development in the Less Developed Countries," Paper for American Farm Economics Association, Storrs, Connecticut, 1962.
02049
- Epperson, David C. and Schmuck, Richard A.
"The Uses of Social Psychology in Comparative Education," Comparative Educational Review, Feb. 1963, Vol. 6, pp. 182-190.
03631
- "Equality Before the Law: A Symposium on Civil Rights," Northwestern University Law Review, August 1959, Vol. 54, pp. 330-351.
02969

- Erasmus, Charles John
"Agricultural Changes in Haiti. Patterns of Resistance and Acceptance," Human Organization 1952A, Vol. 11, pp. 20-26.
01442
- Erasmus, Charles John
"Changing Folk Beliefs and the Relativity of Empirical Knowledge," Southwestern Journal of Anthropology, 1952B, Vol. 8, pp. 411-428.
01441 2 R Other
DDC
- Erasums, Charles
Man Takes Control: Cultural Development and American Aid, Minneapolis: University of Minnesota Press, 1961.
00114
- Erbe, William
"Gregariousness, Group Membership, and the Flow of Information," American Journal of Sociology, 1962, Vol. 67, pp. 502-516.
01439
- Erdos and Morgan Research Service
"A Report on a survey of magazine preferences," Dec. 1960, 5 pp.
00660
- "ERIC Clearinghouse on Exceptional Children: A New Information Center for the Special Education Field," Clearinghouse on Exceptional Children, 1967, Vol. 1, No. 1, 8 pp.
06330
- Erickson, Donald A. and Pedersen, K. George
"Major Communication Problems in the Schools," Administrator's Notebook, 1966, Vol. 14, pp. 1-4.
06782
- Erickson, Donald A.
"The School Administrator," Chap. IV in Review of Educational Research, Oct. 1967, Vol. XXXVII, No. 4, pp. 417-432.
06783
- Erickson, H. M., Poston, R. W., Koos, E. L. and Porterfield, J. D.
"Public Health - Product of Community Action," American Journal of Public Health, 1954, Vol. 44, pp. 297-316.
05138
- Eron, L. C. and Walder, L. O.
"Test Burning: II," American Psychologist, May 1961, Vol. 16, pp. 237-244.
00890
- Esman, Milton, J. and Bruhns, Fred C.
"Institute-Building in National Development: An Approach to Induce Social Change in Transitional Societies," Comparative Theories of Social Change, Ann Arbor, Michigan: The Foundation for Research on Human Behavior, 1966, pp. 318-350.
03841 CA
- Etzioni, A.
"Authority Structure and Organizational Effectiveness," Administrative Science Quarterly, June 1959, Vol. 4, pp. 43-67.
00896
- Etzioni, A.
A Comparative Analysis of Complex Organizations, New York: Free Press, 1961.
- 06246
- Etzioni, A.
The Moon-Doggle: Domestic and International Implications of the Space Race, Garden City: Doubleday & Co., 1964, 195 pp.
00893
- Etzioni, Amitai
Modern Organizations, Englewood Cliffs: Prentice-Hall, 1964.
07161
- Etzioni, Amitai
"Nonconventional Uses of Sociology as Illustrated by Peace Research," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L. (eds.), The Uses of Sociology, New York: Basic Books, 1967, pp. 806-838.
06635
- Etzioni, Amitai
"On the National Guidance of Science," Administrative Science Quarterly, March 1966, Vol. 10, No. 4, pp. 466-487.
01162
- Etzioni, Amitai
Studies in Social Change, New York: Holt, Rinehart and Winston, 1966, 226 pp.
06913
- Etzioni, Amitai
"Toward a Theory of Societal Guidance," The American Journal of Sociology, September, 1967, Vol. 73, No. 2, pp. 173-187.
07076 CLS
- Etzioni, Amitai and Etzioni, Eve (eds.)
Social Change: Sources, Patterns and Consequences, New York: Basic Books, Inc. 1964, pp. 503.
- 05139
- Evan, William M.
"Organizational Lag," Human Organization, Spring 1966, Vol. 25, pp. 51-53.
01370
- Evans, J. L.
"Aerospace and the School Curriculum," Minnesota Journal of Education, May 1965, Vol. 45, pp. 16-17.
03678

Evans, Luther H. and Arnstein, George E.
Automation and the Challenge to Education,
 Washington, D.C.: National Education Association,
 03409

Evans, L. H.
 "The Challenge of Automation to Education,"
American Behavioral Scientist, Nov. 1962,
 Vol. 6, pp. 16-19.
 00895

Evans, P. C.
 "An Experiment in Youth Rehabilitation,"
International Journal of Adult and Youth
Education, 1963, Vol. 15, No. 1, pp. 11-21.
 03664

Evans, Richard I.
 "An Examination of Students' Attitudes Toward
 Television as a Medium of Instruction in a
 Psychology Course," Journal of Applied Psy-
chology, 1956, Vol. 40, pp. 32-34.
 00112

Evans, R. I.
 "The Behavioral Scientist as Public Informant,"
Journal of Social Issues, April 1963,
 Vol. 19, No. 2, pp. 107-112.
 01155

Evans, Richard I.
 "Social Psychology on Television: Experimental
 Programming," American Psychologist, 1958,
 Vol. 12, pp. 531-532.
 01728

Evans, Richard I. and Leppmann, Peter
Resistance to Innovation in Higher Education,
 San Francisco, Calif.: Jossey-Bass, Inc.,
 1967, 224 pp.
 06784

Evans, Richard I., Smith, Ronald G. and Colville,
 William K.
 "The University Faculty and Educational Tele-
 vision: Hostility Resistance and Change,"
 (Abstract) AV Communication Review, 1962, Vol.
 10, A128-29.
 06636

Evans, R. I., Wieland, B. A. and Moore, C. W.
 "The Effect of Experience in Television
 Courses on Attitudes Toward Instruction by
 Television and Impact of a Controversial
 Television Program," Journal of Applied Psy-
chology, Feb. 1961, Vol. 45, pp. 11-15.
 03640

Evans, Robert L.
 "The York Study," Paper presented at Congress
 on Medical Education, Chicago, February 4,
 1961, 7 pp.
 00770

Everett, R. O.
 "New Procedures of Scientific Investigation
 and the Protection of the Accused's Rights,"
Duke Law Journal, Winter 1959, Vol. 32.
 02907

Ewald, Robert H.
 "San Antonio Satepequez: Culture Change in a
 Guatemalan Community," Social Forces, 1957,
 Vol. 36, pp. 160-165.
 01706

Ewalt, J. R. et.al.
 "Joint Commission on Mental Illness and Health,"
American Journal of Psychiatry, 1960, Vol. 116,
 pp. 782-790.
 01305

"Expanding Community Mental Health Programs,"
Social Service Review, Dec. 1961, Vol. 35,
 p. 435.
 01801

Extension Development
 "Extension Development Around the World, Guide-
 lines for Building Extension Organizations
 and Programs," Washington D.C.: Department of
 Agriculture, Federal Extension Service, January
 1962.
 03877

Eyestone, Merle L.
 "A Comparison of the Effectiveness of Bulletin,
 Film and Lecture, With and Without Discussion,
 in Presenting Research Information," Disser-
tation Abstracts, 1966, Vol. 27, No. 4-A,
 pp. 922-923.
 06345 I. R Communication
 PA 1967, p. 318.

Eye, Glen G., and others
Relationship Between Instructional Change and
the Extent to Which School Administrators and
Teachers Agree on the Location of Responsi-
bilities for Administrative Decisions, Madison,
 Wisconsin: University of Wisconsin, 1966.
 03879

Eye, Glen G. and Netzer, Lanore A.
 "The Tension-Penetration Model: Interaction
 Patterns for Innovation," (paper one), John
 Guy Fowlkes Invitational Seminar on Adminis-
 tration of Change in the Instructional Program,
 Madison, Wisconsin: University of Wisconsin.
 07103

F

Fagen, Richard R.
 "Some Contributions of Mathematical Reasoning
 to the Study of Politics," American Political
Science Review, 1961, Vol. 55, pp. 898-899.
 00271

- Fahr, S. M.
"Iowa's New Sexual Psychopath Law: An Experiment Noble in Purpose?" Iowa Law Review, Summer 1956, Vol. 41, p. 523.
02710
- Fahr, S. M.
"Why Lawyers are dissatisfied with the Social Sciences," Washburn Law Journal, Spring 1961, Vol. 1, p. 161.
02677
- Fahr, Samuel, and Ojmann, Ralph H.
"The Use of Social and Behavioral Science Knowledge in Law," Iowa Law Review, 1962, Vol. 48, pp. 59-75.
06112 CLS
- Fairbairn, R. E.
"Information Methods: Adaptation to Growth," ASLIB Proceedings, Oct. 1957, Vol. 9, pp. 301-314.
03032
- Fairweather, George W.
Methods for Experimental Social Innovation, John Wiley & Sons, Inc., 1967.
06189
- Fallding, Harold
Precept and Practice on North Coast Dairy Farms, Sydney, Australia, University of Sydney Department of Agricultural Economics Research Bulletin 2, 1958.
01438
- Fallding, Harold
Social Factors in Serrated Tussock Control: A Study of Agricultural Extension, Sydney, Australia, University of Sydney Department of Agricultural Economics Research Bulletin 1, 1957.
01437
- Fallers, Lloyd A.
"A Note on the 'Trickle Effect'," Public Opinion Quarterly, Fall 1954, Vol. 18, No. 3, pp. 314-321.
01216
- Fallon, Berlie (ed.)
Fifty States Innovate to Improve Their Schools, Bloomington, Indiana: Phi Delta Kappa, 1967.
06785
- Fals Borda, Orlando
Facts and Theory of Sociocultural Change in a Rural Social System, Bogota, Universidad Nacional De Colombia, Monografias Sociologicas 2 Bis, 1960.
01436
- "Family Buying Decisions: Who Makes Them, Who Influences Them?" Printers Ink, 1958, Vol. 264, pp. 21-29.
01629
- Fanelli, A. Alexander
"Extensiveness of Communication Contacts and Perceptions of the Community," American Sociological Review, 1956, Vol. 21, pp. 439-445.
01687
- Fano, R. M.
"The Transmission of Information," Cambridge Technical Report, No. 65, Research Laboratory of Electronics, Massachusetts Institute of Technology, 1949.
01383
- Fantini, M., and Weinstein, G.
"Strategies for Initiating Educational Change in large Bureaucratic School Systems," Unpublished paper, Columbia University, April 1963.
00270
- Far West Laboratory for Educational Research and Development, Program Plans, Berkeley, Calif.: Far West Laboratory, March 1, 1967, 63 pp.
06241
- Far West Laboratory for Educational Research & Development, Educational R&D Information System Requirements, A Task Force Report, Berkeley, California, 1968, 59 pp.
06613 CLS
- Faris, Gene, Moldstad, John, and Frye, Harvey
Improving the Learning Environment: A Study on the Local Preparation of Visual Instructional Materials, Washington, D.C.: U.S. Department of Health, Education and Welfare, Office of Education, Circular No. 718, Government Printing Office, 1963, 148 pp.
00992
- Farness, S.S.
"Approaches to Planning the Community Environment," Journal of Home Economics, May 1965, Vol. 57, pp. 331-335.
05140
- Farnsworth, Philo T.
Adoption Processes in Public School Systems as Illustrated by a Study of Five Selected Innovations in Educational Science in New York, Connecticut, and Massachusetts, New York: Columbia University, Teachers College, Bureau of Publications, 1940.
01435
- Farquharson, P. F.
"The Value of Participation in Research in the Continuing Education of the Practicing Doctor," Journal of the American Medical Association, Sept. 1959, Vol. 171, No. 5, pp. 26-29.
00269
- Farradane, J.
"Information Service in Industry," Research, August 1953, Vol. 6 pp. 327-330.
03799

- Fathi, Asghar
"Leadership and Resistance to Change: A Case from an Under-Developed Area," Rural Sociology, 1965, Vol. 30, pp. 204-212.
01434
- Fauman, S. J. and Sharp, H.
"Presenting the Results of Social Research to the Public," Public Opinion Quarterly, Summer 1958, Vol. 22, pp. 107-115.
00990
- Fearing, Franklin
"Influence of the Movies on Attitudes and Behavior," The Annals, Vol. 254, pp. 70-79.
02048
- Featherstone, J.
"Education: Notes on Community Schools," New Republic, December 9, 1967, pp. 26-27.
06376
- Featherstone, Joseph
"How Children Learn," The New Republic, Sept. 2, 1967.
06388
- Federal Council for Science and Technology, Committee on Scientific and Technical Information
Recommendations for National Document Handling System in Science and Technology, PB 168 267, Nov. 1965.
06786
- Feinberg, M. R. and Liefkowitz, J.
"Image of Industrial Psychology Among Corporate Executives," American Psychologist, Feb. 1962, Vol. 17, No. 2, pp. 109-111.
02814
- Felder, Allie Clay
The Acceptance of Recommended Peanut tition and Marketing Practices in Nansemo County, Virginia, Relative to Family Organization, Family Values and Related Social and Economic Status Factors, Ph.D. Thesis, Columbus, Ohio State University, 1954.
01433
- Feldman, Jacob J.
The Dissemination of Health Information: A Case Study in Adult Learning, Chicago: Aldine Pub. Co., 1966, pp. 274.
03046 & 06914
- Feliciano, Gloria D.
"The Human Variable in Farm Practice Adoption: Philippine Setting," Paper Presented at Philippine Sociological Society, Manila, Philippines, 1964.
01432
- Felix, R. H. and Clausen, R. A.
"The Role of Surveys in Advancing the Knowledge in the Field of Mental Health," Public Opinion Quarterly, 1953, Vol. 17, pp. 62-70.
05141 CA
- Feller, D.
"Adult Education in Program Implementation," Adult Leadership, May 1965, Vol. 14, pp. 11-12.
05142
- Fellows, E. W.
"Social and Cultural Influences in the Development of Science," Syntheses, June 1961, Vol. 13, pp. 154-172.
00988
- Felton, Arthur P.
"Conditions of Marketing Leadership," Harvard Business Review, March-April 1956, Vol. 34, pp. 117-127.
01601
- Felzer, S. B., Shumaker, E., D'Zmurs, T. L. and Slutsky, H.
"A Mental Health Training Program for Community Agency Personnel," Pennsylvania Psychiatric Quarterly, 1966, Vol. 5, No. 4, pp. 17-24.
03208
- Ferber, Robert and Wales, Hugh G.
"The Effectiveness of Pharmaceutical Advertising: A Case Study," Journal of Marketing, April 1958, Vol. 22, pp. 398-407.
00771
- Ferber, Robert and Wales, Hugh G.
The Effectiveness of Pharmaceutical Promotion, 1958, University of Illinois, Bureau of Economic and Business Research Bulletin Series No. 83, 65 pp.
00772
- Ferguson, J. and Lazarsfeld, P. F.
"Social Science Information Services: Progress Report on a Survey," American Behavioral Scientist, June 1964, Vol. 7, pp. 20-22.
00991 CA
- Ferguson, L. I.
"Social Scientists in the Plant," Harvard Business Review, May-June 1964, Vol. 42, pp. 133-143.
00267
- Ferne, R. A.
"Conflict in Irrigation," Comparative Studies in Society and History, Oct. 1963, Vol. 6, pp. 76-83.
00265
- Fernig, L.
"The Collection of Educational Data," International Review of Education, 1963-1964, Vol. 9, No. 2, pp. 215-225.
00984
- Ferris, J. P.
"Organization for Regional Economic Development Projects: A Middle East Experience," Public Administration Review, June 1965, Vol. 25, pp. 128-134.
00833

- Ferver, J. C.
An Analysis of the Behavior of County Extension Directors as Coordinators of Michigan State University Community Development Programs, Ph.D. Thesis, Madison: University of Wisconsin, 1961, 411 pp.
 03764
- Feshbach, S.
 "The Consequences of Fear-Arousal in Public Health Education," Nielson, G. (ed.), Proceedings of the XIV International Congress of Applied Psychology, Vol. 4, Clinical Psychology, pp. 99-112.
 02047
- Festinger, L.
 "Informal Social Communication," Psychological Review, 1950, Vol. 57, pp. 212-287.
 06698
- Festinger, Leon
 "A Theory of Social Comparison Processes," Human Relations, 1954, Vol. 7, pp. 117-140.
 07032
- Festinger, Leon
A Theory of Cognitive Dissonance, Evanston, Illinois: Row, Petersen and Co., 1957, pp. 84-122.
 00264
- Festinger, Leon and Maccoby, Nathan
 "On Resistance to Persuasive Communications," Journal of Abnormal Social Psychology, April 1964, Vol. 68, No. 4, pp. 359-366.
 03001
- Festinger, L., Schachter, S., and Back, K.
Social Pressures in Informal Groups: A Study of Human Factors in Housing, Stanford, California: Stanford University Press, 1950, 1963, 197 pp.
 00982
- Fetter, George C.
 "Attitudes Toward Selected Aspects of Rural Life and Technological Change Among Central Bakka Farmers," Faculty of Agricultural Sciences, American University of Beirut, 1961, Vol. 13, pp. 32.
 02951
- Fiedler, Fred E.
 "A Note on Leadership Theory: The Effect of Social Barriers Between Leaders and Followers," Sociometry, 1957, Vol. 20, pp. 87-94.
 01718
- Field, John A.
 "Techniques for Utilizing Research," Blood, Jerome W. (ed.), Management of Scientific Talent, 1963.
 03061
- Fierman, L. K.
 "Myths in the Practice of Psychotherapy," Archives of General Psychiatry, 1965, Vol. 12, No. 4, pp. 408-414.
 02237
- Findlay, W. G.
 "The Impact of Applied Problems on Educational Research," Paper presented at symposium on Educational Research sponsored by Phi Delta Kappa and University of Virginia Division of Educational Research, Atlanta Board of Education, Georgia, 13 pp.
 00263
- Finkelstein, M. O.
 "Application of Statistical Decision Theory to the Jury Discrimination Cases," Harvard Law Review, Dec. 1966 Vol. 80. p. 338.
 02722
- Finley, James Richard
 "Prediction of the Adoption of Improved Farm Practices," M.S. Thesis, Columbus: Ohio State University, 1965.
 01431
- Fisch, G.
 "Stretching the Span of Management," Harvard Business Review, 1963, Vol. 41, pp. 74-85.
 07142
- Fischer, Loyd K. and Timmons, John F.
Progress and Problems in the Iowa Soil Conservation Districts Program, Ames, Iowa Agricultural and Home Economics Experiment Station Research Bulletin 466, 1959.
 01430
- Fischer, R. E.
 "Technology Misapplied," Architectural Record, June 1958, Vol. 123, pp. 203-206.
 02558
- Fishbein, M.
 "Recording and Recovering," Journal of Albert Einstein Medical Center, October 1960, Vol. 8, pp. 282-284.
 00260
- Fishel, W. L. and Collings, G. W. and Wilhelmy O., Jr.
An Objective Evaluation of the Present and Potential Structure and Functions of the Ohio Cooperative Extension Service, Report to the Agriculture and Allied Interests Study Committee, Columbus, Ohio: Battelle Memorial Institute, 1964.
 03718
- Fishenden, R. M.
 "Methods by Which Research Workers Find Information," Washington, D.C., National Academy of Sciences, 1959, pp. 163-179.
 02138

- Fisher, Edward C.
"Legal Aspects of Seat Belt Buckling,"
Traffic Digest and Review, 1967, Vol. 15, No. 2, pp. 6-13.
06732
- Fisk, George
"Media Influence Reconsidered," Public Opinion Quarterly, 1959, Vol. 23, pp. 83-91.
01612
- Fitzsimmons, Stephen
"A Study of the Impact of Social Issues and Public Affairs Documentaries on Knowledge, Attitudes, Attitude Dimensions and Potential Behavior," Dissertation Abstracts, 1966, Vol. 26, No. 10, pp. 6207-6208.
00259
- Flack, M. J.
Sources of Information on International Educational Activities: An Exploratory Survey prepared for the Commission on Education and International Affairs of the American Council on Education, Washington, D.C.: American Council on Education, 1958.
03200
- Flagle, C. D.
"Operations Research in the Health Services," Operations Research, Sept. -Oct. 1962, Vol. 10, pp. 591-603.
00980
- Flagle, C. D., and Huggins, W. H. and Roy, R. H. (eds.)
Operations Research and System Engineering, Baltimore: John Hopkins Press, 1960, pp. 889.
00258
- Flanagan, John C.
"Case Studies on the Utilization of Behavioral Sciences Research," in Studies in the Utilization of Behavioral Science, Vol. I, Stanford, Calif.: Stanford University, Institute for Communication Research, 1961, pp. 36-46.
06125
- Flanders, Ned A.
"Analyzing Teacher Behavior," Educational Leadership, Dec. 1961, Vol. 19, pp. 173-175, 178-180, 200.
03830
- Flanders, Ned A.
"Intent, Action, and Feedback: A Preparation for Teaching," Journal of Teacher Education, Sept. 1963, Vol. 14, pp. 251-260.
01300
- Flanders, Ned A.
"Using Interaction Analysis in the Inservice Training of Teachers," Journal of Experimental Education, June 1962, Vol. 30, pp. 313-316.
02863
- Fleisher, Harold
"An Introduction to the Theory of Information," Library Quarterly, 1955, Vol. 25, pp. 326-332.
00257
- Flieschmann, W. L.
"How to Keep Informed Today," Mental Progress, Nov. 1963, Vol. 84, pp. 122-134.
02178
- Fleming, W. G.
"Rational Strategies for Educational Change," (A paper prepared for the international conference on Emerging Strategies and Structures for Educational Change.) Toronto, Canada: June, 1966.
01812
- Flesche, D., Masters, N. and Eliot, T.
"The Illinois School Problems Commission: An Innovation in Decision-Making at the State Level," Miles, Matthew B. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, New York, 1964.
01180
- Fliegel, Frederick C.
"Aspirations of Low-Income Farmers and Their Performance and Potential for Change," Rural Sociology, 1959, Vol. 24, pp. 205-214.
01356
- Fliegel, Frederick C.
"Differences in Prestige Standards and Orientation to Change in a Traditional Agricultural Setting," Paper presented at the Rural Sociological Society, Montreal, Canada, 1964.
01427
- Fliegel, Frederick C.
"Farm Income and the Adoption of Farm Practices," Rural Sociology, 1957, Vol. 22, pp. 159-162.
01425
- Fliegel, Frederick C.
"Literacy and Exposure to Instrumentation Among Farmers in Southern Brazil," Rural Sociology, 1966, Vol. 31, pp. 15-18.
01424 AA
- Fliegel, Frederick C.
"A Multiple Correlation Analysis of Factors Associated with Adoption of Farm Practices," Rural Sociology, 1956, Vol. 21, pp. 284-292.
01422 CA
- Fliegel, Frederick C.
"A Multiple Correlation Analysis of Factors Associated with Adoption of Farm Practices," Ph.D. Thesis, Madison, Univ. of Wisconsin, 1955.
02898

- Fliegel, Frederick C.
"Obstacles to Change for the Low Income Farmer," Rural Sociology, 1960, Vol. 25, pp. 347-351.
01421 CA
- Fliegel, Frederick C.
"Traditionalism in the Farm Family and Technological Change," Rural Sociology, 1962, Vol. 27, pp. 70-76.
01420 AA
- Fliegel, Frederick C. and Kivlin, Joseph E.
"Attributes of Innovations as Factors in Diffusion," The American Journal of Sociology, Nov. 1966, Vol. 72, No. 3, pp. 235-248.
02582 AA
- Fliegel, Frederick C. and Kivlin, Joseph E.
Differences Among Improved Farm Practices as Related to Rate of Adoption, University Park, Pennsylvania Agricultural Experiment Station Research Bulletin 691, 1962.
01419
- Fliegel, Frederick C. and Kivlin, Joseph E.
"Farm Practice Attributes and Adoption Rates," Social Forces, March 1962, Vol. 40, pp. 364-370.
00365
- Fliegel, Frederick C. and Kivlin, Joseph E.
"Farmers' Perception of Farm Practice Attributes," Rural Sociology, 1966, Vol. 31, pp. 197-206.
01418
- Fliegel, Frederick C. and Oliveira, Fernando C.
"Receptivity to New Ideas and Rural Exodus in an Area of Small Farms, Rio Grande Do Sul," Paper presented at the Rural Sociological Society, Northridge, California, 1963.
01416
- Flinn, William L.
"Combined Influence of Group Norms and Personal Characteristics on Innovativeness," M.S. Thesis, Columbus: Ohio State University, 1961.
01415 AA
- Flinn, William L.
"Community Norms in Predicting Innovativeness," Paper presented at the Rural Sociological Society, Northridge, California, 1963.
01414
- Flory, L. D.
Communication between the Scientist and the Military, Chevy Chase, Md.: Operations Research Office John Hopkins University, 1958.
00978
- Fodor, J. T., Glass, L. H., et. al.
"Smoking Behavior, Cognitive Skills, and Educational Implications," Journal of School Health, Feb. 1968, Vol. 38, No. 2, pp. 94-8.
06787
- Foellmer, W.
"What Contribution can the Western European Universities and Their Research Make to the Field of Obstetrics and Gynecology for the Developing Nations?" Geburtsh Frauenheilk, Oct. 1962, Vol. 22, pp. 41-51.
00255
- Foley, Walter J.
Educational Information Project, Final Report, Project No. BR 6-1502, U. S. Department of Health, Education and Welfare, Office of Education, Bureau of Research, March, 1968.
06725 CLS
- Folger, Anne and Gordon, Gerald
"Scientific Accomplishment and Social Organization: A Review of the Literature," American Behavioral Scientist, Dec. 1962, pp. 51-58.
06908
- Fong, S. L. M.
"Assimilation of Chinese in America: Changes in Orientation and Social Perception," American Journal of Sociology, Nov. 1965, Vol. 71, pp. 265-273.
01253 AA
- Foot, N. N. (ed.)
Consumer Behavior, Vol. 4: Household Decision Making, New York: New York University Press, 1961, p. 349.
03104
- Foot, Nelson N.
"The New Media and Our Total Society," in Rossi, P. and Biddle, B. (eds.) The New Media and Education: Their Impact on Society, Chicago: Aldine Publishing Co., 1966, pp. 349-379.
06145 CLS
- Ford, G. W. and Pugno, Lawrence (eds.)
The Structure of Knowledge and the Curriculum, Chicago: Rand McNally, 1964, 105 pp.
06420
- Ford, Thomas R. and Sutton, Willis A.
"The Impact of Change on Rural Communities and Fringe Areas: Review of a Decades Research," Copp, James (ed.), Our Changing Rural Society: Perspectives and Trends, Ames, Iowa, Iowa State University Press, 1964, pp. 198-232.
01199
- Forer, Raymond
"The Impact of a Radio Program on Adolescents," Public Opinion Quarterly, 1955, Vol. 19, pp. 184-194.
00254

- Forman, Etha R.
"Communications in Administration," Employment Security Review, 1956, Vol. 23, No. 10, pp. 3-6.
 01685
- Forsdale, L.
"8mm Motion Pictures in Education: Incipient Innovation," Miles, Matthew B. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, New York, 1964.
 01176
- Forsdale, L. and others
Project in Educational Communication, The Horace Mann-Lincoln Institute of School Experimentation, Columbia University, annual report 1964-65, 3 pp.
 00252
- Forstenzer, H. M. and Hunt, R. C.
"The New York State Community Mental Services Act: Its Origins and First Four Years of Development," Psychiatric Quarterly Suppl., 1958, Vol. 32, pp. 41-67.
 01322
- Forster, Jerald
An Investigation of the Effects of Two Feedback Methods When Communicating Psychological Information, Dissertation Abstracts, 1967, Vol. 27, (8-A), pp. 2390-2391.
 06476
- Fosen, Robert H.
Social Solidarity and Differential Adoption of a Recommended Agricultural Practice, Ph.D. Thesis, Ithaca, New York, Cornell University, 1956.
 01413
- Fosen, Robert H.
Structural and Social Psychological Factors affecting Differential Acceptance of Recommended Agricultural Practices: A Study in the Application of Reference Group Theory, M.S. Thesis, Ithaca, New York, Cornell University, 1956A.
 01412
- Foshay, Arthur W.
"Strategies for Curriculum Change," in A Report of the Invitational Conference on Implementing Career Development Theory and Research Through the Curriculum, Washington, D.C.: National Vocational Guidance Association, 1966, pp. 1-16.
 03881 CA
- Foshay, A. W.
"News Media -- Research Findings in the U.S.A.," Bereday, G. and Lauwerys, J. A. (eds.) Communication Media and the School, Yearbook of Education, New York: World Book Co., 1960, pp. 231-241.
 03406
- Foskett, D. J.
"Search for Wisdom," Times Literary Supplement, March 10, 1966, No. 3341, pp. 200-201.
 00250
- Foster, George
"Public Health and Behavioral Science: The Problems of Teamwork," American Journal of Public Health, 1961, Vol. 51, p. 1290.
 06637
- Foster, George M.
Traditional Cultures and the Impact of Technological Change, New York: Harper and Row, 1962, 292 pp.
 00619
- Foster, L. P.
"How Social Work can Influence Hospital Management of Fatal Illness," Social Work, 1965, Vol. 10, No. 4, pp. 30-35.
 03197
- Fouhy, R. C.
"How to Communicate with a Technical Newsletter," Office, May 1965, Vol. 61, pp. 79-82.
 00248
- Foundation for Research on Human Behavior
"Comparative Theories in Social Change," in Hollis, Peter (ed.), Ann Arbor, Michigan, 1966, 374 pp.
 06057
- Foundation for Research on Human Behavior
Managing Major Change in Organizations, Ann Arbor: Foundation for Research on Human Behavior, 1960.
 06699
- Fourt, Louis A. and Woodlock, Joseph W.
"Early Prediction of Market Success for New Grocery Products," Journal of Marketing, 1960, Vol. 25, pp. 31-38.
 01411
- Fox, R.
"Sin, Crime and the Psychopath: Medico-Legal Problems of Psychopathic Personality," Modern Law Review, March 1964, Vol. 27, pp. 190-198.
 00985
- Fox, Renae C.
"Physicians on the Drug Industry Side of the Prescription Blank: Their Dual Commitment Medical Science and Business," Journal of Health and Human Behavior, Spring 1961, Vol. 2, No. 1, pp. 3-16.
 02926
- Fox, Robert S.
"In-Service Education for Innovation and Change," Rogge, William M. and Stormer, G. Edward (eds.), In-Service Training: For Teachers of the Gifted, Champaign, Illinois: Stripes Publishing Company, 1966.
 05143

- Fox, Robert
"Training Programs for School System Change Agent Teams," Paper presented at American Educational Research Association 1967 Annual Meeting, New York, Feb. 16, 1967.
06027
- Fox, Robert and Lippitt, Ronald
"The Human Relations School," Ann Arbor: University of Michigan, School of Education, 1968, mimeo, 38pp.
06788
- Fox, R. and Lippitt, R.
"The Innovation of Classroom Mental Health Practices," Miles, Matthew B. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, New York 1964.
01184
- Fox R. and Lippitt, R.
The Innovation and Sharing of Teaching Practices: Stimulating Adoption and Adaptation of Selected Teaching Practices, Ann Arbor: Institute for Social Research, University of Michigan, 1967.
02250
- Fox, Robert S. and Van Egmond, Elmer E.
"Trying Out New Ideas," National Education Association Journal, October 1962.
05144 CA
- Fox, Theodore
"Crisis in Communication: The Functions and Future of Medical Journals," American Journal of Orthopsychiatry, 1967, Vol. 37, No. 3, pp. 507-520.
06339
- Foy, Bernard L.
"A Hidden Resource for Industrial Development," Tennessee Town and City, June 1963, Vol. 14, pp. 13-16.
02309
- Fraley, Pierre C.
"The Education and Training of Science Writers," Journalism Quarterly, 1963, Vol. 40, No. 3, pp. 323-328.
03379
- Francis, David G.
"Communication Credibility of a Non-Recommended Innovation," M.S. Thesis, Columbus: Ohio State University, 1960.
01410 AA
- Francis, David G. and Rogers, Everett M.
"Adoption of a Nonrecommended Innovation: The Grass Incubator," Paper Presented at the Rural Sociological Society, University Park, Pennsylvania, 1960.
01409
- Frank, Lawrence K.
"Interprofessional Communication," American Journal of Public Health, December 1961, Vol. 51, pp. 1798-1804.
03297 CA
- Frank, Lawrence K.
"The Place of the Mental Hygiene Clinic in a Group Work Agency," Mental Hygiene, 1956, Vol. 40, pp. 237-250.
03689
- Frank, Ronald E. and Massy, William F.
"Innovation and Brand Choice: The Folger's Invasion," Greyser, Stephen A. (ed.), Toward Scientific Marketing: Proceedings of the 1963 Winter Conference of the American Marketing Association, Chicago, American Marketing Association, 1964.
01408
- Frank, Ronald E. and Others
"The Determinants of Innovative Behavior with Respect to a Branded, Frequently Purchased Food Product," Paper presented at the American Marketing Association Winter Conference, Chicago, 1964.
01407
- Franklin, M. A.
"Medical Mass Screening Programs: A Legal Appraisal," Cornell Law Quarterly, Winter 1962, Vol. 47, No. 2, pp. 205-226.
00986
- Franklin, R.
"Training Community Leaders in Southern Illinois," International Review of Community Development, 1959, Vol. 3, pp. 137-144.
03749
- Fraser, Dorothy McClure
"Experimental Approaches to Preparing Teachers for Work with Culturally Handicapped Children," New York Society for the Experimental Study of Education Yearbook, New York: The New York Society, 1961, pp. 126-129.
03850
- Fraser, G. E.
"Handling Audience Anxiety in Community Education in Mental Health," Journal of Psychiatric Social Work, January 1953.
05145
- Fraser, Lindley
Propaganda, London: University of Oxford Press, 1957, Vol. 9, 218 pp.
01683
- Fraser, Thomas M. Jr.
"Sociocultural Parameters in Directed Change," Human Organization, 1963, Vol. 22, pp. 95-104.
01406

- Frazier, Calvin M.
"A School Administrator Considers the Adoption of a New Program," Science and Children, 1968, Vol. 5, No. 6, pp. 9-12.
06789
- Freeberne, M.
"Birth Control in China," Population Studies, July 1964, Vol. 18, No. 1, pp. 5-16.
01269
- Freedland, V. D.
"Experiment in Making an Industry Information-Conscious," ASLIB Proceedings, Jan. 1959, Vol. 11, pp. 13-16.
03033
- Freedman, J. L. and Sears, D. O.
"Selective Exposure," in Advances in Experimental Social Psychology, Vol. XI, New York: Academic Press, 1965.
- 06273
- Freedman, Johnathan L. and Sears, David O.
"Warning, Distraction and Resistance to Influence," Journal of Personality and Social Psychology, March 1965, Vol. 1, No. 3, pp. 262-266.
03000 AA
- Freedman, Ronald I. and Whelpton, Pascal K. and Campbell, A. A.
"Family Planning in the U.S.," Scientific American, April, 1959, Vol. 200, No. 4, pp. 50-56.
01620 CA
- Freedman, William A.
"A Study in Communication," Journal of Communication, 1959, Vol. 9, pp. 27-31.
01625
- Freedman, Ronald and Takeshita, John Y.
The Taichung Study: Mimeo, Preliminary.
03357 CLS
- Freedman, Ronald and Takeshita, John Y.
"Studies of Fertility and Family Limitation in Taiwan," Eugenics Quarterly, 1965, Vol. 12, pp. 233-250.
01403 CA CLS
- Freedman, Ronald and Takeshita, John Y.
Recent Fertility of Taichung Couples in Relation to Acceptance Status and Prior use of Family Limitation, Mimeo, preliminary.
03356
- Freedman, Ronald and Takeshita, John Y.
A Multivariate Analysis of Factors Affecting Acceptance Rates in Taichung, Taiwan, Preliminary mimeo.
03355 CA CLS
- Freedman, Ronald, Takeshita, John Y. and Gun, T.H.
"Fertility and Family Planning in Taiwan: A Case Study of The Demographic Transition," American Journal of Sociology, July 1964, Vol. 70, No. 1, pp. 16-27.
03017
- Freedman, Ronald
"Sample Surveys for Family Planning Research in Taiwan," Public Opinion Quarterly, 1964, Vol. 28, pp. 374-382.
01405
- Freeman, H. E. and Kassebaum, C. G.
"Relationship of Education and Knowledge to Opinions About Mental Illness," Mental Hygiene, 1960, Vol. 44, pp. 43-47.
05147
- Freeman, Howard E., Weeks, H. Ashley and Wertheimer, Walter J.
"News Commentator Effects: a Study in Knowledge and Opinion Change," Public Opinion Quarterly, 1955, Vol. 19, pp. 209-215.
00246
- Freeman, H. E. and Simmons, O. G.
"The Use of the Survey in Mental Illness Research," Mental Hygiene, July 1960, Vol. 44, pp. 400-410.
00245
- Freeman, John P.
"Starting an EDP Program in a School System," American School Board Journal, Feb. 1961, Vol. 146, pp. 34-54.
02294
- Freidson, E.
"Client Control and Medical Practice," American Journal of Sociology, 1960, pp. 374-382.
05148
- French Institute of Public Opinion
"Farmer's Information," Sondage, 1964, Vol. 26, No. 1, pp. 7-81.
01284
- French, J.
"A Formal Theory of Power," Psychological Review, 1956, Vol. 63, pp. 181-194.
06700
- French, J. R. P., Jr.
"Experiments in Field Settings," in Festinger, L. and Katz, D., Research Methods in the Behavioral Sciences, New York: Holt, Rinehart and Winston, 1953.
07137
- French, J. R. P., Jr., Israel, J., and Ass, D.
"An Experiment on Participation in a Norwegian Factory," Human Relations, 1960, Vol. 13, No. 1, pp. 3-19.
06247

- French, J. R. P. Jr. and Raven, B.
"The Bases of Social Power," in Cartwright,
D. (ed.), Studies in Social Power, Ann Arbor:
Institute for Social Research, 1959.
06185
- French National Commission for UNESCO
Paper presented for the Meeting of Experts
on Development and Use of New Methods and
Techniques in Education, March 12-20, 1962,
Paris: UNESCO, Ed/New Methods/62/5.
02045
- Freund, Paul A.
"The Legal Profession," Daedalus, Fall, 1963,
Vol. 92, No. 4, p. 689.
07064
- Freymann, Moye W. and Lionberger, Herbert F.
"A Model for Family Planning Action-Research,"
Kiser, C. V. (ed.), Research in Family Plan-
ning, Princeton, N.J.: Princeton University
Press, 1962, pp. 442-462.
01220
- Friedl, Ernestine
"Lagging Emulation in Post-Peasant Society,"
American Anthropologist, June 1964, Vol. 66,
pp. 569-586.
00800 CA
- Friedmann, F. G.
"Impact of Technically Advanced Civilizations
on Civilizations on Underdeveloped Areas,"
Confluence, Jan. 1956, Vol. 4, pp. 391-406.
01746
- Friedmann, G.
The Anatomy of Work, Labor, Leisure and the
Implications of Automation, Glencoe, Illinois:
Free Press, 1961.
00979
- Friedman, J. H. and Heimoff, L.L.
"The Evaluation of Psychiatric Lectures to
the Laity," American Journal of Psychotherapy,
1960, Vol. 14, pp. 63-69.
01302
- Friedmann, J.
"Intellectuals in Developing Societies,"
Kyklos, 1960, Vol. 13, No. 4, pp. 513-544.
00243
- Friedrichs, G.
"Planning Social Adjustment to Technological
Change at the Level of the Undertaking,"
International Labour Review, August 1965,
Vol. 92, pp. 91-105.
00242
- Friendly, Alfred
"Scientists Meet the Press," Bulletin of the
Atomic Scientists, Nov. 1956, Vol. 12, No. 9,
pp. 338-340.
03439 SA
- Friis, H.
"The Danish National Institute of Social Re-
search," Acta Sociologica, 1959 Vol. 4, No.
4, pp. 55-59.
00987
- Fritz, E. L. and Grier, George W. Jr.
"Pragmatic Communication - A Study of Infor-
mation Flow in Air Traffic Control," Quastler,
H. (ed.), Information Theory in Psychology,
pp. 232-247.
02264
- Fritz, John Otto
"Film Persuasion in Education and Social Con-
troversies: A Theoretical Analysis of the Com-
ponents Manifest in Viewer-Film Involvement
as They Affect the Viewer's Urge to Further
Inquiry into Social Controversies," Disserta-
tion Abstracts, 1957, Vol. 17, pp. 2221.
01723
- Fritz, Martin F. et. al.
"Survey of Television Utilization in Army
Training," USN Special Development Center
Human Engineering Report, 1952, No. SPECDEVCE
530-01-1, 142 p.
00240
- Frohman, A.
"The Role and Contribution of Ph.D. Scientists
in an Industrial R&D Laboratory," Unpublished
Master Thesis, Massachusetts Institute of
Technology, 1968.
07171
- Frohman, A.
"Technical and Social Forces: The Dynamic
Duo," Massachusetts Institute of Technology,
ditto, 1969.
07174
- Fry, Thornton C.
"Mathematicians in Industry, The First 75
Years," Science, Feb. 28, 1964, Vol. 143, No.
3609, pp. 934-938.
02993 CA
- Frym, M.
"What Psychiatry can do for Criminology,"
Bulletin of the Menninger Clinic, 1961, Vol.
25, pp. 196-206.
03088
- Fuguitt, Glenn V.
"Career Patterns of Part-Time Farmers and
Their Contact with the Agricultural Extension
Service," Rural Sociology, March 1965, Vol.
30, pp. 49-62.
02273
- Fukuyama, Y.
"The Uses of Sociology by Religious Bodies,"
Journal for the Scientific Study of Religion,
Spring 1963, Vol. 2, pp. 195-203.
00981 CA

Fuller, L. L.
 "Afterword: Science and the Judicial Process,"
Harvard Law Review, June 1966, Vol. 79, p.
 1604.
 00239 CA

Fuller, R. Buckminster
Education Automation, Carbondale: Southern
 Illinois University, 1962, 88 pp.
 06092 AA

Fund for the Advancement of Education
Four Case Studies of Programmed Instruction,
 New York: Fund for the Advancement of Edu-
 cation, 1964, pp. 110.
 00593

Funkhouser, G. R.
A General Mathematical Model of Information
 Diffusion, Palo Alto, California: Stanford
 University, Institute for Communication Re-
 search, September, 1968.
 07102 CLS

Furie, Sidney
 "Birth Control and the Lower Class Unmarried
 Mother," Mobilization for Youth, Inc., New
 York: 1964.
 00238

Fussler, H. H.
 "Characteristics of the Research Literature
 Used by Chemists and Physicists in the United
 States," Library Quarterly, 1949, Vol. 19,
 pp. 185-199, 119-143.
 05149

Fussler, H. H. and Simon, S. L.
Patterns in the Use of Books in Large Research
 Libraries, Chicago: University of Chicago,
 1961.
 02139

G

Gadberry, Howard M.
 "Dissemination of Industrially Useful Space
 Technology," paper presented at Automotive
 Engineering Congress, Detroit, Mich.: Society
 of Automotive Engineers, 1963.
 06790

Gadberry, Howard M.
 "The Need to Borrow Ideas From Other Indus-
 tries," paper delivered at Advanced Valve
 Technology Seminar, Midwest Research Insti-
 tute, 1965.
 06791

Gaffin, Ben and Associates
1956 Attitudes of Practicing Physicians in
 the United States toward the Journal of the
 American Medical Association, Ben Gaffin and
 Associates, Chicago: July 1956, 70 pp.
 00774

Gaffin, Ben and Associates
Attitudes of United States Physicians Toward
 the American Pharmaceutical Industry, Chicago:
 May 15, 1958.
 10779

Gaffin, Ben and Associates
Effectiveness of Promotion in a Medical Mar-
 keting Area, Chicago: American Medical Asso-
 ciation, 1956.
 01842

Gaffin, Ben and Associates
The Fond du Lac Study, Chicago: American
 Medical Association, 1956, 53 pp.
 00768

Gaffin, Ben and Associates
Report on a Study of Advertising and the Amer-
 ican Physician, Part 1, The Advertisers' View-
 point, Chicago: March 6, 1953, pp. 55.
 00773

Gaffin, Ben and Associates
A Study of Medical Advertising and the Amer-
 ican Physician, Part 2, The Physicians' View-
 point, Chicago: August 31, 1953, pp. 136.

Gage, N. L. and others
 "Changing Teacher Behavior Through Feedback
 from Pupils: Application of Equilibrium The-
 ory," in Charters, W. W. and Gage, N. L.
 (eds.), Readings in Social Psychology of Edu-
 cation, Boston: Allen and Bacon, 1963.
 06306

Gage, N. L. (ed.)
Handbook of Research on Teaching, Chicago:
 Rand McNally & Co., 1963, 1218 pp.
 02514

Gage, N. L.
 "Psychological Theory and Empirical Research
 for Teacher Education," Freedom with Respon-
 sibility in Teacher Education, Washington,
 D.C.: American Association of Colleges for
 Teacher Education, NEA, 1964, pp. 94-105.
 02512

Gagne, R. M.
 "Military Training and Principles of Learning,"
American Psychologist, Feb. 1962, Vol. 17, pp.
 83-97.
 00964

Galanter, E. (ed.)
Automatic Teaching, New York: Wiley, 1959.
 00965

Galbraith, J. Kenneth
The New Industrial State, Boston, Mass.:
 Houghton Mifflin Co., 1967.
 07136

- Gallagher, James J.
Productive Thinking of Gifted Children, U.S. Department of Health, Education and Welfare, Office of Education, Research Project No. 965, Urbana: University of Illinois, 1965, 289 pp. 02864
- Gallaher, Art, Jr.
 "Directed Change in Formal Organizations: The School System," Change Processes in the Public Schools, Eugene: University of Oregon, Center for the Advanced Study of Educational Administration, 1965, pp. 37-51. 06792
- Gallaher, Art
 "The Role of the Advocate and Directed Change," Meierhenry, Wesley C. (ed.), Media and Educational Innovation, University of Nebraska Extension Division and University of Nebraska Press, 1964. 02613
- Galley, George
 "The Absorption Rate of Ideas," Public Opinion Quarterly, 1955, Vol. 19, pp. 234-242. 00236
- Gallin, Bernard
 "Rural Development in Taiwan: The Role of The Government," Rural Sociology, 1964, Vol. 29, No. 3, pp. 313-323. 01259
- Galtung, I. E.
 "The Impact of Study Abroad - A Three-by-Three Nation Study of Cross-Cultural Contact," Journal of Peace Research, 1965, Vol. 2, No. 3, pp. 258-276. 01151 CA
- Gambill, Doreas D.
A Pilot Study to Design and Methodology for Determining Community Services in the Small Church-Related Junior College, Ph.D. Thesis, Tallahassee: Florida State University, 1961. 03765
- Gamson, William A.
 "The Fluoridation Dialogue: Is It an Ideological Conflict," Public Opinion Quarterly, 1961, Vol. 25, pp. 526-537. 01843
- Gamson, William A.
 "Public Information in a Fluoridation Referendum," Health Education Journal, 1961, Vol. 19, pp. 47-54. 01844 CA
- Gamson, W. A. and Modigliani, Andrew
 "Knowledge and Foreign Policy Opinions: Some Models for Consideration," Public Opinion Quarterly, Summer 1966, Vol. 30, pp. 187-199. 00235 AA
- Gange, J.
 "The Role of Private Philanthropy in the Dissemination and Implementation of Educational Research," Goldhammer, Keith and Elam, Stanley (eds.), Dissemination and Implementation, Bloomington, Indiana: Phi Delta Kappa, 1962. 00651 CA
- Ganorkar, P. L.
An Appraisal of the Factors affecting the Acceptance and Use of Agricultural Practices in College Extension Block, M.S. Thesis, Nagpur, India: College of Agriculture, 1961. 01845
- Gans, Herbert J.
 "Urban Poverty and Social Planning," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 437-476. 06638
- Garabedian, Peter G. and Dodd, Stuart C.
 "Clique Size as a Factor in Message Diffusion," Sociological Inquiry, 1962, Vol. 32, pp. 71-81. 01846 SA
- Garai, Josef E.
 "The Effect of Information on Student's Knowledge of Population Problems and Their Attitudes Toward Population Control," Psychology, 1964, Vol. 1, No. 3, pp. 16-20. 02044
- Garcia, R. V.
 "Organizing Scientific Research," Bull. Atom. Sci., Sept. 1966, pp. 12-15. 0234
- Gardner, John W.
Self Renewal: The Individual and the Innovative Society, New York: Harper & Row, 1964. 06258
- Gardner, K. B.
 "Japanese Sources of Scientific and Technical Information," ASLIB Proceedings, Dec. 1959, Vol. 11 pp. 335-347. 03039 2 0 Lib. Sci. Lib. Lit.
- Gardner, R.
 "Kent Case and the Juvenile Court: a Challenge to Lawyers," American Bar Association Journal, Oct. 1966, Vol. 52, p. 923. 00233
- Garfield, E.
 "Citation Indexing: A Natural Science Literature Retrieval System for the Social Sciences," American Behavioral Scientist, June 1964, Vol. 7, pp. 58-61. 00667 CA

- Garfield, E. and Sher, I. H.
 "New Factors in the Evaluation of Scientific Literature Through Citation Indexing," American Documentation, July 1963, Vol. 14, pp. 195-201.
 02752
- Garfinkel, H.
 "Social Science Evidence and School Segregation Cases," Journal of Politics, Feb. 1959, Vol. 21, pp. 37-59.
 00961 CA
- Garner, W. R. and Hake, H. W.
 "The Amount of Information in Absolute Judgments," Psychological Review, Nov. 1951, Vol. 58, pp. 446-459.
 02861
- Garrett, J. H. and Huddle, F. P.
 "Industry Utilization of Government Research and Development," Electrical Manufacturing, Feb. 1959, Vol. 63, p. 12.
 02564 CA
- Gartside, H. H. E.
 "Communicating Safety Practices," Personnel Practice Bulletin, 1964, Vol. 20, No. 2, p. 28.
 06554
- Garvey, William D. and Griffith, Belver C.
Reports of the American Psychological Association's Project on Scientific Information Exchange in Psychology, Washington, D.C.: American Psychological Association, 1963.
 0110
- Garvey, W. D. and Griffith, B. C.
 "Research Frontier: The APA Project on Scientific Information Exchange in Psychology," Journal of Counseling Psychology, 1963, Vol. 10, pp. 297-302.
 06793
- Garvey, W. D. and Griffith, B. C.
 "Scientific Communication as a Social System," Science, 1967, Vol. 157, No. 3792, pp. 1011-1016.
 06218
- Garvey, W. D. and Griffith, B. C.
 "Scientific Information Exchange in Psychology," Science, 1964, Vol. 146, pp. 1655-1659.
 01205
- Garvey, W. and Griffith, B.
 "The Structure, Objectives, and Findings of a Study of Scientific Information Exchange in Psychology," American Documentation, Oct. 1964, Vol. 15, pp. 58-67.
 02107
- Garvey, William D. and Griffith, Belver C.
 "Studies of Social Innovations in Scientific Communication in Psychology," American Psychologist, 1966, Vol. 21, No. 11, pp. 1019-1036.
 06349
- Gaspard, J.
 "Il Film al Servizio Della Prevenzione Degli Infortuni" (The Use of the Film in Accident Prevention), Securitas, 1966, Vol. 51, No. 6, pp. 79-114.
 06555
- Gass, S. R.
 "Research into Social Effects of Automation," International Social Science Bulletin, 1958, Vol. 10, No. 1, pp. 70-83.
 00972
- Gastil, Raymond
 "Middle-Class Impediments to Iranian Modernization," Public Opinion Quarterly, Fall 1958, Vol. 22, pp. 325-330.
 05395
- Gates, Laura A. and Beatty, Hilde
 "A Tuberculin Testing Program, River Rouge, Michigan," Journal of School Health, Nov. 1964, Vol. 34, pp. 424-425.
 00590
- Gauron, E. F. and Dickinson, J. K.
 "Diagnostic Decision Making in Psychiatry: I : Information Usage," Archives of General Psychiatry, 1966, Vol. 14, No. 3, pp. 225-232.
 03250
- Gavin, James M.
 "The Weapons of 1984," Saturday Review of Literature, August 31, 1968.
 07005
- Gebhard, B.
 "Historical Relationship Between Scientific and Lay Medicine for Present-Day Patient Education," Bulletin of the History of Medicine, Jan.-Feb. 1958, Vol. 32, No. 1, pp. 46-53.
 00232 CA
- Geiger, Kent and Sokol, Robert
 "Educational Television in Boston," Schramm, Wilbur (ed.), The Impact of Educational Television, Urbana, University of Illinois, 1960.
 01847
- Geiger, Walton B.
 "Searching the Mental Health Literature," Pennsylvania Psychiatric Quarterly, 1966, Vol. 6, pp. 41-45.
 06343

- Geis, G.
"Experimental Design and the Law: A Prospectus for Research on Victim-Compensation in California," California Western Law Review, Spring 1966, Vol. 2, p. 85.
00231
- Geldard, Frank A.
Communication Processes: Proceedings of a Symposium held in Washington, New York: Pergamon, 1965, 299 pp.
03056
- Gellman, Aaron
"A Model of the Innovation Process," Proceedings from Technology Transfer and Innovation sponsored by the National Planning Association, National Science Foundation, May 15-17, 1966, p. 11.
07049
- George, B. J., Jr.
"Imperatives of Modernized Criminal Law Teaching," Kentucky Law Journal, Spring 1965, Vol. 53, p. 461.
00226
- George, B. J., Jr.
"Scientific Investigation and Defendant's Rights," Michigan Law Review, Nov. 1958, Vol. 57, p. 37.
02685
- George Washington University
Informal Communication Among Bioscientists: Biological Sciences Communication Project, Washington, D.C.: The George Washington University, Part I, Dec. 1963; Part II, June 1, 1964.
02158
- Georgia State Department of Education
"A Cooperative Program for the Study of Instructional Leadership Involving Experimentation in Determining the Role of State," Departments of Education in Facilitating Desirable Change in the Educational Program for Children and Youth, Georgia State Department of Education, 1966, pp. 25.
05151
- Gerard, H.
"Some Effects of Status, Role Clarity and Group Goal Clarity upon the Individual's Reaction to Group Process," Journal of Personality, 1957, Vol. 63, pp. 181-194.
06701
- Gerbner, George
"Education and the Challenge of Mass Culture," Audio-Visual Communication Review, Fall 1959, Vol. 7, pp. 264-278.
05152
- Gerbner, George
"The Role of Media in Communicating Results of Research," Meierhenry, Wesley C. (ed.), Media and Educational Innovation, University of Nebraska Extension Division and University of Nebraska Press, 1964.
02622 AA
- Gerbner, George
"Toward a General Model of Communication," Audio-Visual Communication Review, Summer 1956, Vol. 4, pp. 171-199.
05153
- Gerbner, George
"Un modele de la communication (A communication model)," Etudes de Radio - TV, (Belgium) Spring 1963, Vol. 11, pp. 30-42.
02952
- Gerbner, George and Tannenbaum
"Mass Media Censorship and the Portrayal of Mental Illness: Some Effects of Industry-Wide Controls in Motion Pictures and Television," Katz, Elihu and others (eds.), Studies of Innovation and of Communication to the Public, Vol. II of Studies in the Utilization of Behavioral Sciences, Stanford, California: Institute for Communication Research 1962.
03790
- Gerson, W. M.
"Mass Media Socialization Behavior: Negro-White Differences," Social Forces, 1966, Vol. 45, No. 1, pp. 40-50.
00230
- Gerstberger, Peter G.
An Investigation of the Criteria Used in Information Channel Selection by R & D Engineers, Ph.D. Thesis, Alfred P. Sloan School of Management, Massachusetts Institute of Technology, 1967.
06020
- "Getting Ideas to Management's Attention."
Chemical & Engineering Progress, Dec. 1963, Vol. 59, pp. 23-32.
02202
- Gervirtz, Marvin H.
"An Investigation of Some Personality Determinants of Attitudes Towards Fallout Shelters," Dissertation Abs., 1966, Vol. 26, No. 8, p 4852.
00229
- Childyal, U. C.
"Diffusion of Innovations in Educational Methodology," paper presented at the Seminar on Innovation in Education, Osmania University, Hyderabad, India, 1967.
06421

- Ghurye, G. S.
"Sociology of Innovation and Mobility," Sociological Bulletin, 1961, Vol. 10, No. 1, pp. 1-26.
 02929
- Gibb, C. A.
"Leadership," in Lindzey, G. (ed.), Handbook of Social Psychology, Vol. 11, Cambridge, Mass.: Addison-Wesley, pp. 877-920.
 07188
- Gibboney, Richard A.
"The State Department of Education and the Process of Change," Miller, R. I. (ed.), Perspectives on Educational Change, New York: Appleton-Century-Crofts, 1966.
 00874
- Gibson, James J.
"Technical and Scientific Communication: A Reply to Calvert," American Journal of Psychology, 1957, Vol. 70, pp. 129-131.
 01732
- Giddings, Glenn W.
"Local Industry-School Cooperation in Science Instruction," Scientific Manpower, National Science Foundation, 1962, pp. 11.
 05154
- Gieber, Walter
"Two Communicators of the News: A Study of the Roles of Sources and Reporters," Social Forces, 1960, Vol. 39, pp. 76-83.
 06079 PA
- Gilb, C. L.
"Bibliography of Histories of Professions," in Gilb, C.L., Hidden Hierarchies, New York and London: Harper & Row, 1966, pp. 263-268.
 07226 CLS
- Gilb, Corrinne Lathrop
Hidden Hierarchies, New York and London: Harper and Row, 1966.
 07071
- Gilbert, Robert I.
"The Acceptance, Knowledge, and Use of Family-Planning Techniques as Related to Social Class Membership in the White Population of a Southern Community," Dissertation Abstracts, 1957, Vol. 17, p. 1147.
 01699
- Gill, Dhara S.
Socio-Economic and Educational Aspects of Rural Life in Ako, Mallam Madure and Ebeto Districts, Kaduna, Northern Nigeria Ministry of Agriculture, 1965.
 01841
- Gillespie, Robert W.
Family Planning on Taiwan, 1964-1965, Taichong, Taiwan: Population Council Mimeo Report, 1965.
 01849
- Gillespie, D. T. C.
"Research Management in the Commonwealth Scientific and Industrial Research Organization Australia," Public Administration, Spring 1964, Vol. 42, pp. 11-31.
 00974
- Gillfillian, C. S.
The Sociology of Invention, Chicago: Follett, 1935.
 - 06389
- Gilllin, John
"Parallel Cultures and the Inhibition to Accultuation in a Guatemalan Community," Social Forces, Oct. 1945, Vol. 24, pp. 1-14.
 00228 CA
- Gillis, Willie Mae
The Adoption of Recommended Farm Practices in Alcorn County and its Relationship to Other Variables, State College, Mississippi Agricultural Experiment Station Mimeo Bulletin, 1958.
 01850
- Gillmor, Donald M. and Merrill, John C. (eds.)
"Articles on Mass Communications in the U.S. and Foreign Journals: A Selected Annotated Bibliography," Journalism Quarterly, Autumn 1965, Vol. 42, pp. 701-711.
 02251
- Gilmore, Harlan W.
"Cultural Diffusion Via Salt," American Anthropologist, Oct. 1955, Vol. 57, No. 5, pp. 1011-1015.
 02917
- Gilmore, John S., et. al.
The Channels of Technology Acquisition in Commercial Firms, and the NASA Dissemination Program, Denver Research Institute, University of Denver, June 1967, NASA Contractor Report NASA CR-790.
 06578
- Gilpin, Robert
"European Disunion and the Technology Gap," The Public Interest, 1968, No. 10, pp. 43-54.
 06795
- Giltinan, B.
"Rise and Demise of a Team," English Journal, May 1965, Vol. 54, pp. 429-32.
 05155
- Ginott, H. G.
"Parent Education Groups in a Child Guidance Clinic," Mental Hygiene, 1957, Vol. 41, pp. 82-86.
 03959
- Ginzberg, E.
"Psychology and Manpower Policy," American Psychologist, 1966, Vol. 21, No. 6, pp. 549-554.
 05156

- Ginzberg, Eli (ed.)
Technology and Social Change, New York:
 Columbia University Press, 1964.
 11911
- Gittell, Marilyn
 "A Typology of Power for Measuring Social
 Change," American Behavioral Scientist, April
 1966, Vol. 9, No. 8, pp. 23-28.
 02962 2 0 Other - Sociology
 ABS
- Glaser, Barney G.
 "Differential Association and the Institu-
 tional Motivation of Scientists," Adminis-
 trative Science Quarterly, June 1965, Vol.
 10, No. 1, pp. 82-97.
 01144 CA
- Glaser, E. M.
Utilization of Applicable Research and Demon-
 stration Results, Final Report to Vocational
 Rehabilitation Administration, Department of
 HEW, Project RD-1263-G, March 1967 edition.
 06097
- Glaser, Edward
 "Research Frontier: Utilization of Applicable
 Research and Development Results," Journal of
 Counseling Psychology, 1965, Vol. 12, pp. 201-
 205.
 03069
- Glaser, Edward M.
 "A Pilot Study to Determine the Feasibility
 of Promoting the Use of a Systematized Care
 Program for Patients with Chronic Obstructive
 Pulmonary Disease," Final Report to Social
 and Rehabilitation Service, Department of
 Health, Education, and Welfare, Los Angeles:
 Human Interaction Research Institute, July,
 1968.
 07044 CLS
- Glaser, Edward M., et. al.
Utilization of Applicable Research and Demon-
 stration Results, Los Angeles: Human Inter-
 action Research Institute, 1966.
 06796
- Glaser, Robert
 "Implications of Training Research for Edu-
 cation," Theories of Learning and Instruction,
Sixty-Third Yearbook, Chicago: The National
 Society for the Study of Education, 1964, pp.
 153-161.
 00806
- Glaser, Robert
Organization for Research and Development in
 Education, Proceedings of 1966 conference
 sponsored by AERA and Phi Delta Kappa, Bloom-
 ington, Indiana: Phi Delta Kappa, 1966.
 03843
- Glaser, Robert et. al.
The Impact of the Use of Programmed Instruc-
 tion in the Intact Classroom, Pittsburgh:
 University of Pittsburgh, Learning Research
 and Development Center, 1964.
 05157
- Glass, Bentley
 "Theory into Action--a Critique," Science
 Teacher, May 1965, 32:29-30, 82-83.
 06423
- Glass, Bentley and Norwood, Sharon
 "How Scientists Actually Learn of Works Im-
 portant to Them," Proceedings of the Inter-
 national Conference on Scientific Information,
 Washington, D.C., National Academy of Sciences,
 1959, pp. 195-197.
 02157
- Glasser, Melvin A.
 "A Study of the Public's Acceptance of the
 Salk Vaccine Programs," American Journal of
 Public Health, 1958, Vol. 48, pp. 141-146.
 01385 CA
- Glazer, Nathan
 "The Ideological Uses of Sociology," in
 Lazarsfeld, Paul F., Sewell, William H. and
 Wilensky, Harold L., (eds.), The Uses of Soci-
 ology, New York: Basic Books, 1967, pp. 63-68.
 06639
- Glenn, Edmund S.
 "The Delicate Art of Interpretation," Trans-
 action, March 1967, Vol. 4, No. 4, pp. 30-31.
 05158
- Glidewell, J. C.
 "The Entry Problem in Consultation," Journal
 of Social Issues, 1959, Vol. 15, No. 2, pp.
 50-59.
 03157 CA
- Glock, Charles Y.
 "Applied Social Research: Some Conditions
 Affecting its Utilization," in Case Studies
 in Bringing Behavioral Science into Use,
Studies in Utilization of Behavioral Science,
 Vol. I, Stanford: Stanford University, In-
 stitute for Communication Research, 1961, pp.
 1-19.
 06123
- Glock, Charles Y., et. al.
The Flow of Information Among Scientists, New
 York: Columbia University, Bureau of Applied
 Social Research, 1958.
 06797
- Glock, Charles Y. and Nicosia, Francesco M.
 "The Consumer," in Lazarsfeld, Paul R., Sewell,
 William H. and Wilensky, Harold L., (eds.),
The Uses of Sociology, New York: Basic Books,
 1967, pp. 359-390.
 06640

- Glueck, S.
"Predictive Devices and the Individualization of Justice," Law and Contemporary Problems, Summer 1958 Vol. 23, pp. 461-476.
00970
- Glueck, S. and Glueck, E. T.
"Early Detection of Future Delinquents," Journal of Criminal Law, July/August, 1956, Vol. 47, p. 174.
02904
- Goffman, Erving
Asylums, New York: Doubleday Anchor, 1961.
07135
- Golay, Frank H.
"Entrepreneurship and Economic Development in the Philippines," Far Eastern Survey, June 1960, Vol. 29, pp. 81-86.
03272
- Goldberg, Albert Leonard
"The Effect of Two Types of Sound Motion Pictures on Attitudes of Adults Toward Minority Groups," Dissertation Abstracts, 1957, Vol. 17, p. 295.
00223
- Goldberg, I. I.
"Mental Retardation: Who Says What to Whom?" American Journal of Mental Deficiency, 1956, Vol. 71, No. 1, pp. 4-12.
05159
- Goldberg, Louis C.
"Dimensions in the Evaluation of Technical Ideas in an Industrial Research Laboratory," A Master's Thesis, Dept. of Industrial Engineering and Management Sciences, Northwestern University, August 1963.
01886
- Goldberg, Louis C.
"A Selected Annotated Bibliography of Empirical Investigations of Research Personnel," IEEE Transactions on Engineering Management, March 1963, Vol. EM-10, No. 1, pp. 31-37.
00815
- Goldberg, Louis C. et. al.
"Local-Cosmopolitan: Undimensional or Multidimensional," American Journal of Sociology, May 1965, Vol. 70, No. 6, pp. 704-710.
01885 AA
- Goldberg, M. D.
"Promoting the Progress of Science and Useful Arts: A Commentary on the Copyright Office Report on General Revision of United States Copyright Law," Cornell Law Quarterly, Summer 1962, Vol. 47, pp. 549-629.
00976
- Golden, Morton M., Brody, Matthew, and Lichtman, Harry S.
"The Brooklyn Project for the Psychiatric Education of the Private Practitioner," New York State Journal of Medicine, Nov. 15, 1961, Vol. 61, pp. 3779-3782.
00691 CA
- Goldhamer, G. I.
"Bibliographical Information Work, an Important Stage in Scientific Research," LLU Translations Bulletin, Department of Scientific and Industrial Research, London, May 1960, Vol. 2, pp. 387-417.
02769
- Goldhammer, K.
Issues and Strategies in the Public Acceptance of Educational Change, Eugene, Oregon: Center for the Advanced Study of Educational Administration.
0014 CLE
- Goldhammer, K. and Elam, S. (eds.)
Dissemination and Implementation: Third Annual Phi Delta Kappa Symposium on Educational Research, Bloomington, Indiana: Phi Delta Kappa, 1962.
03587 CA
- Goldhammer, K. and Farner, F.
The Jackson County Story, A Case Study, Eugene, Oregon: Center for the Advanced Study of Educational Administration, University of Oregon.
03912
- Goldish, S. S.
"How Editors use Research on the Minneapolis Dailies," Journalism Quarterly, Summer 1960, Vol. 37, pp. 365-372.
00222
- Goldman, J. E.
"Role of Science in Innovation," Proceedings from Technology Transfer and Innovation sponsored by the National Planning Association, National Science Foundation, May 15-17, 1966, p. 92.
07058
- Goldsen, R. and Ralis, M.
Factors Related to Acceptance of Innovations in Bang Chan, Thailand, Ithaca, New York: Cornell University Press, 1957.
00221
- Goldstein, Bernice
The Changing Protestant Ethic: Rural Patterns in Health, Work and Leisure, Ph.D. Thesis, Lafayette Ind.: Purdue University, 1959.
06313

- Goldstein, Bernice and Eichhorn, Robert L.
 "The Changing Protestant Ethic: Rural Patterns in Health, Work, and Leisure," American Sociological Review, 1961, Vol. 26, pp. 557-565.
 01835
- Goldstein, Marshall N. and Others
Educational Television Project, Preliminary Report Number One, Eugene, Oregon: The Institute for Community Studies, Studies in Resistances to Cultural Innovation, 1961.
 01853
- Goldwyn, A. J.
 "Doctor and the Document, A New Tool for Biomedical Research," Wilson Library Bulletin, June 1963, Vol. 36, pp. 829-832.
 02768
- Goldwyn, A. J. and Rees, A. M.
The Education of Science Information Personnel-1964: Proceedings of an Invitational Conference, Center for Documentation and Communication Research, School of Library Sciences, Western Reserve University, 1965, pp. 115.
 05164
- Gomberg, William
 "Democratic Management - The Debate Continues: Harwood's Press Agency," Transaction, Sept.-Oct., 1966, p. 35.
 06318
- Gomberg, William
 "Democratic Management - Gomberg Replies," Transaction, December, 1966, p. 48.
 06320
- Gomberg, William
 "The Trouble with Democratic Management," Transaction, 1966, pp. 30-35.
 06316
- Gomberg, W. and Marrow, A.
 "The Trouble with Democratic Management," Transaction, 1966, July-August and December, 1966.
 06287
- Gomersall, Earl R. and Myers, M. Scott
 "Breakthrough in On-the-Job Training," Harvard Business Review, July/August 1966, pp. 62-72.
 02597
- Goode, William J.
 "Community within a Community: The Professions," American Sociological Review, 1957, Vol. 22, pp. 194-200.
 01678 & 07077
- Goode, W. J.
 "Encroachment, Charlatanism, and the Emerging Profession: Psychology, Sociology and Medicine," American Sociological Review, 1960, Vol. 25, pp. 902-914.
 07078 CLS
- Goodenough, W. H.
Cooperation in Change, New York: Russell Sage Foundation, 1963, 542 pp.
 00962
- Goodlad, John I.
 "Direction and Redirection for Curriculum Change," 1966.
 00649
- Goodlad, John I.
Innovations Elementary and Secondary Education, A paper prepared for the Governor's Conference on Education, State of New Jersey, New Brunswick, New Jersey: April 2, 1966, 12 pp.
 01813
- Goodlad, John I.
School Curriculum Reform in the United States, New York: Fund for the Advancement of Education, 1964, 95 pp.
 06425
- Goodlad, John I.; O'Toole, John F., Jr.; and Tyler, Louise L.
Computers and Information Systems in Education, New York: Harcourt, Brace and World, 1966, 152 pp.
 06424
- Goodman, Arnold F. and Lawson, Howard B.
 "DOD User Needs Study, Phase II: Flow of Scientific and Technical Information within the Defense Industry," in Proceedings of the 75th Annual Convention of the American Psychological Association, 1967, Vol. 2, pp. 375-376.
 06355
- Goodman, Arnold F. and others
Flow of Scientific and Technical Information Within the Defense Industry: II, Technical Description, Technical Appendices, Anaheim, Calif.: North American Aviation, Inc., 1966, 467 pp.
 06342
- Goodman, Paul
 "The Human Uses of Science," Commentary, 1960, Vol. 30, No. 6, pp. 401-472.
 02834
- Goodwe, Sir Charles
 "Exploitation of Science for Industry," Board of Trade Journal, April 17, 1964, Vol. 186, pp. 823-826.
 02308
- Goodwin, L.
 "Conceptualizing the Action Process - How the Actions of Individuals Relate to the Guiding of Social Change," Sociology and Social Research, April 1966, Vol. 50, pp. 377-392.
 00217 CA

- Goodwin, L.
"Science, History and Social Change: Towards a Program of Research," Sociology and Social Research, Jan. 1965, Vol. 49, pp. 129-143.
02106
- Gordon, G. G.
"Sacred Cows, Shibboleths, Panaceas and Progress," Phi Delta Kappa, May 1965, Vol. 46, pp. 447-449.
05165 CA
- Gordon, Gerald
"The Organization Designed to Produce Change," paper presented at the Seminar on Innovative Organization, University of Chicago, April 1964.
06911
- Gordon, Gerald
"The Problem of Assessing Scientific Accomplishment: A Potential Solution," IEEE Transactions of the Professional Technical Group on Engineering Management, Dec. 1963, Vol. EM-10, No. 4.
06907
- Gordon, G., Anderson, O. and Marquis, S.
"Organization for Scientific Productivity: Research in the Sociology of Science," American Behavioral Scientist, December 1961, pp. 35-37.
05166
- Gordon, Gerald and Becker, Selwyn
"Changes in Medical Practice Bring Shifts in the Patterns of Power," The Modern Hospital, February 1964.
06910
- Gordon, G. and Marquis, Sue
"Effects of Differing Administration Authority on Scientific Innovation," Working Paper No. 4 from project on Organizational Setting and Scientific Accomplishment, Graduate School of Business, University of Chicago, 1963, pp. 13.
03062
- Gordon, Gerald and Marquis, Sue
"Freedom, Visibility of Consequences, and Scientific Innovation," American Journal of Sociology, 1966, Vol. 72, pp. 195-202.
00219
- Gordon, Gerald and Marquis, Sue
"Resources and Scientific Innovation," paper presented at the Annual Meeting of the American Sociological Association, Montreal, Canada, Aug. 1964.
06909
- Gorwitz, K. and Bahn, A. K. and Chandler, C. A. and Martin, W. A.
"Planned Uses of a Statewide Psychiatric Register for Aiding Mental Health in the Community," American Journal of Orthopsychiatry, 1963, Vol. 33, No. 3, pp. 494-500.
03929
- Goss, Mary E. W. and Reader, George C.
"Collaboration Between Sociologists and Physicians," Social Problems, 1956, Vol. 55, p. 87.
06641
- Goss, M. E. W.
"Influence and Authority Among Physicians in an Outpatient Clinic," American Sociological Review, 1961, Vol. 26, pp. 39-50.
05167
- Gotkin, L. and Goldstein L.
"Programmed Instruction in the Schools: Innovation and Innovator," Miles, Matthew B. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, New York, 1964.
01177
- Gottesfeld, H.
"Professionals and Delinquents Evaluate Professional Methods with Delinquents," Social Problems, 1965, Vol. 13, No. 1, pp. 45-59.
03224
- Gould, Julius and Lob, Wm. L.
A Dictionary of the Social Sciences, New York: The Free Press, 1964.
07038
- Gould, W. L.
"Inventory and Retrieval of Literature as Aids to Interdisciplinary Approaches to International Law," American Society of International Law Proceedings, 1965, Vol. 59, p. 98.
00216
- Grace, Harry A.
"Blood Donor Recruitment: A Study in the Psychology of Communication," Journal of Social Psychology, Nov. 1957, Vol. 46, pp. 269-276.
01621 PA
- Graham, Lloyd Saxon
Selection and Social Stratification: Factors in the Acceptance and Rejection of Five Innovations by Social Strata in New Haven, Connecticut, Ph.D. Thesis, New Haven Connecticut: Yale University, 1951.
01856
- Graham, L. Saxon
"Cultural Compatibility in the Adoption of Television," Social Forces, 1954, Vol. 33, pp. 166-170.
01836 AA

- Graham, S.
"Class and Conservatism in the Adoption of Innovations," Human Relations, 1956, Vol. 9, No. 1, pp. 91-100.
01763 AA
- Grant, Joan
Information for Industry: a Study in Communication, South Africa Council for Scientific and Industrial Research, Research Report No. 229, 1964, 74 pp.
02305
- Gray, D. E.
"Information and Research - Blood Relatives or In-Laws," Science, July 27, 1962, Vol. 137, p. 263.
10961
- Gray, Elish II and others
The Commercialization of Research Results, Special Report No. 20, 1957, pp. 99, American Management Association.
03323
- Green, B. H. and Hymes, S. H.
"Cocoa in the Gold Coast: A Study in the Relations Between African Farmers and Agricultural Experts," Journal of Economic History, Sept. 1966, Vol. 26, pp. 299-319.
00227
- Green, E.
Judicial Attitudes in Sentencing: A Study of the Factors Underlying the Sentencing Practice of the Criminal Court at Philadelphia, New York: S & Martin's, 1962, 149 pp.
00977
- Green, John C.
"The Information Explosion - Real or Imaginary?" Science, May 1964, Vol. 144, No. 3619, pp. 646-648.
02986 SA
- Green, J. W.
"Success and Failure in Technical Assistance: A Case Study," Human Organization, Spring 1961, Vol. 20, pp. 2-10.
01751
- Greenberg, Bradley S.
"Diffusion of News of the Kennedy Assassination," Public Opinion Quarterly, Summer 1964, Vol. 28, No. 2, pp. 225-232.
03451
- Greenberg, Bradley S.
"On Relating Attitude Change and Information Gain," Journal of Communication, 1964, Vol. 14, No. 3, pp. 157-171.
02042 AA
- Greenberg, Bradley S.
"Person-to-Person Communication in the Diffusion of News Events," Journalism Quarterly, Autumn 1964, Vol. 41, No. 4, pp. 489-494.
01298 SA
- Greenberg, Bradley S. and others
"Diffusion of News about an Anticipated Major News Event," Journal of Broadcasting, 1965, Vol. 9, pp. 129-142.
01860 CA
- Greenberg, D. S.
"Civilian Technology: NASA Study Finds Little 'Spinoff'," Science, 1967, Vol. 157, No. 3792, pp. 1016-1018.
06109 CA
- Greenberg, Daniel S.
The Politics of Pure Science, New York: New America Library, 1968, 303 pp.
07089
- Greenberg, Herbert M. and Mayer, David
A Pilot Study of Driver Attitudes Toward Seat Belts, Research Report No. 4, New York State Department of Motor Vehicles, Driver and Research Development.
06556
- Greenberg, Joseph H.
"Social Variables in Acceptance or Rejection of Artificial Insemination," American Sociological Review, 1951, Vol. 16, pp. 86-91.
01859 CA
- Greenblatt, M.
"University Hospital Collaboration in Psychiatric Education," Mental Hospitals, 1965, Vol. 16, No. 6, pp. 167-169.
02226
- Greenblatt, M., Levinson, D. J. and Williams, R. H. (eds.)
The Patient and the Mental Hospital - Contributions of Research in the Science of Social Behavior, Glencoe: Free Press, 1957.
03962
- Greene, Carleton
"Urban Mobility of People, Information, and Things," Stanford Research Institute Journal, Fourth Quarter 1960, Vol. 4, pp. 121-128.
03273
- Greenham, William Hampton
A Study of Interpersonal Communications Within and Among Sub-Groups of A School Staff, Ph.D. Thesis, Cornell University, 1964, 123 pp.
06798

- Greenhill, Leslie, P.
"Introduction," MacLennan and Reid, (eds.),
Abstracts of Research on Instructional Tele-
vision and Film: An Annotated Bibliography,
Stanford, California: Institute for Communi-
cation Research, Stanford University, April
1964.
03735
- Greenwald, A. G.
"Effects of Prior Commitment on Behavior
Change After a Persuasive Communication,"
Public Opinion Quarterly, Winter, 1965-1966,
Vol. 29, pp. 595-601.
00214
- Greenwald, Anthony G. and Albert, Rosita Daskal
"Acceptance and Recall of Improvised Argu-
ments," Journal of Personality and Social
Psychology, 1968, Vol. 8, No. 1, pp. 31-34.
06799
- Greenwood, Ernest
"The Practice of Science and the Science of
Practice," in Bennis, W. G., Benne, K. D.
and Chin, R. (eds.), The Planning of Change,
New York: Holt, Rinehart and Winston, 1961,
pp. 73-82.
06642
- Greenwood, M. M.
Factors Associated with Knowledge of the
Missouri Extension Division Held by Freshman
and Senior Home Economics Students in Six
Missouri Colleges and Universities, Ph.D.
Thesis, Madison: University of Wisconsin,
1963.
03725
- Greer, Scott
"The Rational Model, the Sociological Model,
and Metropolitan Reform," Public Opinion
Quarterly, 1963, Vol. 27, No. 2, pp. 242-249.
02959 CA
- Gregg, A.
"The Role of National Associations," Mental
Hygiene, 1955, Vol. 39, pp. 18-25.
03968 AAM
- Gregson, R. A. M.
"The Utility of Consumer Motivation Research,"
Occupational Psychology, 1959, Vol. 33, pp.
111-126.
03211
- Gregor, A. J.
"Law, Social Science, and School Segregation,"
Western Reserve Law Review, Sept. 1963, Vol.
14, p. 621.
00210
- Griessman, Benjamin E.
"The Perception-Retention of Fire Prevention
Messages: An Aspect of Communications Re-
search," Dissertation Abstracts, 1967, Vol.
27, No. 9-A, p. 3130.
06557
- Griffith, Paul W.
Formula Feed Operators' Perception of the
Kansas Agricultural Extension Service, Ph.D.
Thesis, Madison: University of Wisconsin,
1961.
03732
- Griffith, W. S.
"Implications for Administrators in the Chang-
ing Adult Education Agency," Adult Education,
Spring 1965, Vol. 15, pp. 138-144.
05168
- Griffiths, Daniel E.
"Administrative Theory and Change in Organ-
izations," Miles, Matthew B. (ed.), Innovation
in Education, New York: Bureau of Publications,
Teachers College, Columbia Univ., New York,
01183
- Griffiths, Daniel E.
"The Elementary-School Principal and Change
in the School System," Theory into Practice,
Dec. 1963, Vol. 2, No. 5, pp. 278-284.
01290
- Griffiths, W. and Knutson, A. L.
"Role of Mass Media in Public Health," Amer-
ican Journal of Public Health, April 1960,
Vol. 50, pp. 515-523.
03309
- Griliches, Zvi
"Hybrid Corn and the Economics of Innovation,"
Science, 1960, Vol. 132, pp. 275-280.
01838
- Griliches, Zvi
"Hybrid Corn: An Exploration in the Economics
of Technological Change," Econometrics, October
1957, Vol. 25, pp. 501-522.
02557
- Griliches, Zvi
"Profitability vs. Interaction: Another False
Dichotomy," Rural Sociology, Sept, 1962, Vol.
27, No. 3, pp. 327-330.
02943
- Griliches, Zvi
"Research Costs and Social Returns: Hybrid
Corn and Related Innovations," Journal of
Political Economy, Oct. 1958, Vol. 66, pp.
419-431.
00208

- Gross, Bertram
"Operation Basic: The Retrieval of Wasted Knowledge," Dexter, Lewis Anthony and White, David Manning (eds.), People Society and Mass Communications, New York: Free Press, 1964.
01247 SA
- Gross, Neal C.
"The Differential Characteristics of Acceptors and Non-Acceptors of an Approved Agricultural Technological Practice," Rural Sociology, 1949, Vol. 14, pp. 148-156.
01862
- Gross, Neal C.
"The Diffusion of a Culture Trait in Two Iowa Townships," M.S. Thesis, Ames: Iowa State College, 1942.
01863 CLS
- Gross, Neal and Fishman, Joshua A.
"The Management of Educational Establishments," in Lazarsfeld, Paul F., Sewell, William H., and Wilensky, Harold L., (eds.), The Uses of Sociology, New York: Basic Books, 1967, pp. 304-358.
06643
- Gross, Neal; McEachern, A. W. and Mason, W. S.
Explorations in Role Analysis: Studies of the School Superintendency Role, New York: John Wiley and Sons, 1958.
05169
- Gross, Neal C. and Taves, Marvin J.
"Characteristics Associated with Acceptance of Recommended Farm Practices," Rural Sociology, 1952, Vol. 17, pp. 321-328.
01864
- Grossack, Martin M. (ed.)
Understanding Consumer Behavior, Boston: The Christopher Pub. House, 1964.
01044
- Grossman, Gregory
"Knowledge, Information, and Innovation in the Soviet Economy: Innovation and Information in the Soviet Economy," American Economic Review, 1966, 66:118-130.
06426
- Grossman, J. B.
"Social Backgrounds and Judicial Decision Making," Harvard Law Review, June 1966, Vol. 79, p. 1551.
00206
- Grossman, J. B. and Murphy, W. F. and Krislov, S. and Tanenhaus, J.
"Symposium: Social Science Approaches to the Judicial Process," Harvard Law Review, June 1966, Vol. 79, p. 1551.
00205
- Group for the Advancement of Psychiatry
"The College Experience: A Focus for Psychiatric Research," New York: The Group for the Advancement of Psychiatry, 1962, pp. 713-761.
00967
- Group for the Advancement of Psychiatry
"Psychiatrists as Teachers in Schools of Social Work," New York: The Group for the Advancement of Psychiatry, 1962.
00973
- Group for the Advancement of Psychiatry
"Urban America and the Planning of Mental Health Services," Group for the Advancement of Psychiatry, Symposium No. 10, 1964, Vol. 5, No. 7.
00204
- Gruen, Fred H. G.
"Incomes of Dairy Farmers in the Richmond-Tweed Region," Review of Marketing and Agricultural Economics, 1955, pp. 177-206.
01865
- Guba, Egon G.
"Development, Diffusion and Evaluation," paper prepared for Conference on Knowledge Production and Utilization in Educational Administration: Role Emergence and Reorganization, University of Oregon and UCEA, October, 1967.
06227
- Guba, Egon G.
"The Development of Novel and Improved Strategies for Educational Diffusion," a proposal submitted to the U.S. Commissioner of Education by Indiana University and the National Institute for the Study of Educational Change, April 1, 1967.
06215
- Guba, Egon G.
Educational Improvement and the Role of Educational Research: A Symposium, Introductory Remarks, Paper presented at the American Educational Association Meeting, New York: February, 1967.
03043
- Guba, Egon, G.
"The Impending Research Explosion and Educational Practice," paper presented in the Summer Lecture Series, College of Education, Kent State University, July 10, 1965.
06004
- Guba, E.
"Methodological Strategies for Educational Change," Conference on Strategies for Educational Change, sponsored jointly by USOE and Ohio State University, Dec. 1965, Vol. 1, No. 4.
00879

- Guba, Egon G. et. al.
The Role of Educational Research in Educational Change, The United States, Bloomington, Indiana: National Institute for the Study of Educational Change, 1967.
 06118
- Guba, Egon G. and Snyder, Clinton A.
 "Instructional Television and the Classroom Teacher," Audio-Visual Communication Review, 1965, Vol. 13, pp. 5-26.
 06089
- Guba, Egon G.
 "The Change Continuum and its Relation to the Illinois Plan for Program Development for Gifted Children," Paper delivered to a Conference on Educational Change, Urbana, Illinois, March, 1966.
 07131
- Guba, Egon G.
 "Evaluation of the Process of Change," in Miller, Richard Catalyst for Change: A National Study of ESEA Title III (PACE) Reports of Special Consultants, Washington, D.C.: U.S. Government Printing Office, 1967.
 07081
- Guest, R. H.
Organizational Change: the Effect of Successful Leadership, Homewood, Illinois: Dorsey Press, 1962.
 00861
- Guetzkow, H.
 "Communication in Organizations," in March, J., (ed.) Handbook of Organization, New York: Rand McNally, 1966.
 06304
- Guetzkow, H.
 "Conversion Barriers in Using the Social Sciences," Administrative Science Quarterly, June 1959, Vol. 4, pp. 68-81.
 00202 CA
- Guetzkow, Harold, (ed.)
Simulation in Social Science: Readings, Englewood Cliffs, N.J.: Prentice Hall, Inc. 1962, 199 p.
 06307
- Guetzkow, H. and Forehand, G. A. and James, B. J.
 "An Evaluation of Educational Influence on Administrative Judgement," Administrative Science Quarterly, 1962, Vol. 6, No. 4, pp. 483-500.
 03236
- Gulick, John (ed.)
 "Dimensions of Cultural Change in the Middle East," Human Organization, Spring 1965, Vol. 24, pp. 1-104.
 00612
- Gulick, L. and Urwick, L. (eds.)
Papers on the Science of Administration, New York, 1937.
 07209
- Gullahorn, Jeanne E.
 "A Factorial Study of International Communication and Professional Consequences Reported by Fullbright and Smith-Mundt Grantees, 1947-1957," Dissertation Abstracts, 1965, Vol. 25, No. 9, pp. 5423-5424.
 02260
- Gullahorn, J. T.
 "Distance and Friendship as Factors in the Cross Interaction Matrix," Sociometry, 1952, Vol. 15, pp. 123-134.
 07195
- Gullahorn, J. T. and Gullahorn, J. E.
 "Visiting Fullbright Professors as Agents of Cross-Cultural Communication," Sociology and Social Research, April 1962, Vol. 46, pp. 282-293.
 00780 CA
- Gundiach, R. H.
 "Effects of on-the-job Experiences with Negroes Upon Racial Attitudes of White Workers in Union Shops," Psychological Reports, 1956, Vol. 2, pp. 67-77.
 00200 3
- Gunn, John M. and Delany, Arthur A.
 "Attitudes of 100 Teachers Towards Educational TV," Journal of Broadcasting.
 01262
- Gurr, Ted and Panofsky, Hans
 "Information Retrieval in the Social Sciences: Problems, Programs and Proposals," American Behavioral Scientist, June 1964, Vol. 7, pp. 3-70.
 02304
- Gusfield, Joseph and Riesman, David
 "Faculty Culture and Academic Careers: some sources of innovation in higher education," Sociology of Education, Summer 1964, Vol. 37, No. 4, pp. 281-305.
 01291 CA
- Guskin, Alan E.
Changing Values of Thai College Students, Bangkok: Faculty of Education, Chulalongkorn University, 1964.
 05160
- Guskin, Alan E.
The Effect of Cultural Values on Methods of Psychotherapy in Japan and the United States, 1967.
 05161

- Guskin, Alan E.
The Federal Manager and Research, Unpublished paper, 1967.
 05162
- Guskin, Alan E.
 "Tradition and Change in a Thai University," in Textor, R. (ed.), Cultural Frontiers of the Peace Corps, Cambridge: MIT Press, 1966.
 05163
- Guskin, Samuel
 "Social Psychologies of Mental Deficiencies," in Ellis, N. (ed.), Handbook of Mental Deficiency, New York: McGraw-Hill, 1963.
 06309
- Gustafson, James M.
 "The Clergy in the United States," Daedalus, Fall, 1963, Vol. 92, No. 4, p. 724.
 07066
- Guttmacher, M. S. and Weihofan, H.
Psychiatry and the Law, New York: Norton, 1952.
 06644
- Guszak, Frank J.
Relations between Teacher Practice and Knowledge of Reading Theory in Selected Grade School Classes, Madison, Wisconsin: University of Wisconsin, School of Education, 1966.
 03882
- Guzman, Leopoldo P. De
 "The Rice Farmers' Response to Technological Change," Paper presented at International Rice Research Institute, Laguna, Philippines, 1964.
 01854
- Guzzardi, W. J.
 "What the Doctor Can't Order - But you can," Fortune, August 1961, Vol. 64, pp. 97-105.
 00199
- Gwynn, J. M.
 "The Influence of the Textbook," Curriculum Principles and Social Trends, (3rd Edition), New York: Macmillan Company, 1960, Chapter 8, pp. 206-37.
 05170
- H**
- Habbe, S.
 "Communicating with Employees," Student Personnel Policy, No. 129, New York: National Industrial Conference Board, 1952.
 07194
- Haber, Ralph Norman
 "The Spread of an Innovation: High School Language Laboratories," Journal of Experimental Education, 1963, Vol. 31, pp. 359-369.
 01867 CA
- Hackel, Joseph P.
 "Doctor, What Motivates You to Attend a Medical Convention?" New York State Journal of Medicine, May 1, 1958, Vol. 581, pp. 1550-1552.
 00753 CA
- Hackel, Joseph P.
 "The Medical Motion Picture film: its life expectancy and audience potential," New York State Journal of Medicine, Feb. 15, 1958, Vol. 58, pp. 575-577.
 00750
- Hadsell, R. S. and Butts, G. K.
 "Educational television in Iran," The Multiplier, 1961, Vol. 4, pp. 28-31.
 02040
- Hage, Jerald Thore
Organizational Response to Innovation: A Case Study of Community Hospital, Ph.D. Thesis, N.Y., Columbia University, 1963.
 01868 DA
- Hagen, Everett E.
 "Wealth and the Economy," in Comparative Theories of Social Change, Ann Arbor, Mich: Foundation for Research on Human Behavior, 1966, pp. 82-117.
 06060
- Hagerstrand, Torsten
 "Quantitative Techniques for Analysis of the Spread of Information and Technology," Anderson, C. A. and Bowman, M. J. (eds.), Education and Economic Development, Chicago, Aldine.
 01869 AAM
- Hagerstrand, Torsten
The Propagation of Innovation Waves, Lund, Sweden, Lund Studies in Geography 4, 1952.
 01848
- Hagstrom, Warren O.
 "Anomie in Scientific Communities," Social Problems, Fall 1964, Vol. 12, pp. 186-195.
 01286
- Hagstrom, Warren O.
The Scientific Community, New York: Basic Books, Inc., 1965.
 06324
- Haines, Charles G.
 "General Observations on the Effects of Personal, Political, and Economic Influences in the Decisions of Judges," Illinois Law Review, 1922, Vol. 17, pp. 96-116.
 00350
- Haines, G. H., Jr.
 "A Theory of Market Behavior after Innovation," Management Sciences, July 1964, Vol. 10, pp. 634-658.
 00942

- Haines, George S., Jr.
 "Change in Small Groups: an experimental Study of a Management Game as a Research Tool," Industrial Management Review, 1964, Vol. 5, pp. 61-65.
 01870
- Haines, T. F. Davies
 "Pharmaceutical Promotion and Its Impact on the Practice of Medicine," Journal of the Medical Association of the State of Alabama, April 1963, Vol. 32, pp. 310-314.
 00348 CA
- Haire, M.
 "The Social Sciences and Management Practices," California Management Review, Summer 1964, pp. 3-10.
 00347
- Haire, M. (ed.)
Modern Organization Theory, New York: Wiley and Sons, 1959.
 07156
- Haire, Mason
Why Have the Social Sciences Contributed so Little to Industrial Practice? 1962, pp. 15.
 05171 CLS
- Hake, David L.
 "Improving the Information Flow," Bulletin of the Atomic Scientists, November 1962, Vol. 18, No. 9, pp. 21-22.
 03437
- Halbert, Michael H. and Ackoff, Russell L.
 "An Operations Research Study of the Dissemination of Scientific Information," National Academy of Science National Research Council Proceedings of the International Conference on Scientific Information, pp. 97-130.
 05172
- Hall, E. T. and Whyte, W. F.
 "Intercultural Communication: A Guide to Men of Action," Human Organization, Spring 1960, Vol. 19, pp. 5-12.
 01754 CA
- Hall, Harry S.
 "Scientists and Politicians," Bulletin of the Atomic Scientists, Feb. 1956, Vol. 12, No. 2, pp. 26-52.
 01231 SA
- Hall, J.
Comparative Law and Social Theory, Baton Rouge: Louisiana State University Press, 1963, 167 pp.
 00959
- Hall, Richard H.
An Empirical Study of Bureaucratic Dimensions and Their Relation to Other Organizational Characteristics, Ph.D. Thesis, Ohio State University, 1961, 154 pp.
 06800
- Hall, Richard H.
 "Professionalization and Bureaucratization," American Sociological Review, 1968, Vol. 33, No. 1, pp. 92-103.
 06801
- Hall, Roger M.
 "Education on the Move," Theory into Practice, April 1962, Vol. 1, No. 2, pp. 105-112.
 01631
- Halley, Franklin D. and Barton, Harry R.
An Exemplary Plan for Educational Innovation with a Community: Final Report, Huron, Ohio: Huron Board of Education, Huron City School District, 1966.
 02950
- Halloch, A. C. K. and Vaughan, W. T.
 "Community organization--a dynamic component of community mental health practice," American Journal of Orthopsychiatry, 1956, Vol. 26, pp. 691-708.
 03960
- Halpert, H. P.
 "Activities of the NIMH which affect American families," Marriage and Family Living, 1958, Vol. 20, pp. 261-269.
 03187
- Halpert, Harold P.
 "Public Opinions and Attitudes About Mental Health, Summary of Surveys and Implications for Communications," National Institute of Mental Health Research Utilization Series, 1963, pp. 22.
 05173
- Halpert, Harold P.
 "Communications as a Basic Tool in Promoting Utilization of Research Findings," Community Mental Health Journal, Fall, 1966, Vol. 2, No. 3, pp. 231-236.
 07097 CLS
- Halpin, Andrew W.
 "Problems in the Use of Communications Media in the Dissemination and Implementation of Educational Research," Goldhammer, Keith and Elam, Stanley (eds.) Dissemination and Implementation, Bloomington, Indiana: Phi Delta Kappa, 1962.
 00641
- Halsey, A. H.
 "Science and Government in Sweden," Minerva, Autumn 1963, Vol. 2, No. 1, pp. 54-60.
 01267
- Hamberg, D.
 "Size of Firm, Oligopoly, and Research: The Evidence," Canadian Journal of Economic and Political Science, February 1964, Vol. 30, No. 1, pp. 62-75.
 03352

- Hambidge, Gove (ed.)
Dynamics of Development: an International Development Reader, New York: Praeger, 1964.
 01200
- Hammett, L. P.
 "Choice and chance in scientific communication," Chemical and Engineering News, April 10, 1961, Vol. 39, pp. 94-97.
 03306
- Hammond, K. R. et.al.
 "Teaching Comprehensive Medical Care - A Psychological Study of a Change in Medical Education," Harvard University Press, 1959, 642 pp.
 01311
- Hampton, Richard J.
 "An Analysis of the Relationship Between Variations in Promotion and Sales of Ethical Pharmaceutical Products," Modern Medicine Topics, 1962.
 00776
- Hamuy, Eduardo and others
El Primer Satelite Artificial: Sus Efectos en la Opinion Publica (The First Artificial Satellite: Its effects on Public Opinion), Santiago De Chile, Editorial Universitaria, 1958.
 01871
- Handlin, Oscar
 "Science and Technology in Popular Culture," in Holton, Gerald, (ed.) Science and Culture: A Study of Cohesive and Disjunctive Forces, Boston: Houghton Mifflin Co., 1965.
 06025 CA
- Hanks, L. M., Jr.
 "Diphtheria Immunization in a Thai Community," Paul, B. D., and Miller, W. B. (eds.), Health, Culture, and Community, New York: Russell Sage Foundation, 1955.
 00346
- Hanks, L. M., Jr.
 "Indifference to Modern Education in a Thai Farming Community," Human Organization, Summer 1958, Vol. 17, pp. 9-14.
 01756 AA
- Hanna, P. R.
 "Proposed - A National Commission for Curriculum Research," Phi Delta Kappa, May 1961, pp. 331-338.
 00948
- Hannenber, Richard C.
 "Some Potential Applications of Systems Analysis to a District School System," A working paper, Department of Industrial Engineering and Management Sciences, Northwestern University, Sept. 1965.
 01583
- Hannenber, Richard
 "Some Propositions and A Model of the Research and Development Activity in Industry from the Viewpoint of Articles in Research Management," A Working paper, Dept. of Industrial Engineering and Management Sciences, Northwestern Univ. August 1965.
 00299
- Hanno, A. J.
 "Law schools: centers of legal research and scholarship," Journal of Legal Education, 1959, Vol. 12, p. 193.
 02664
- Hanselman, John J.
 "Effective Use of Safety Material," National Safety Congress Transactions, 1960, Vol. 19, p. 42-46.
 06558
- Hansen, Henry Harold
 "Problems of Innovation Revealed by an Investigation of Conditions in a Mohammedan Village on the Island of Bahrain in the Persian Gulf," Sociologiske Meddelelser, 1963, Vol. 8, No. 1, pp. 3-30.
 03370
- Hanson, John W. and Brembeck, Cole S.
Education and National Development, New York: Holt, Rinehart, and Winston, Inc., 1965, pp. 512.
 01653
- Hanson, Robert C. and Beech, Mary J.
 "Communicating Health Arguments across Cultures," Nursing Research, 1963, Vol. 12.
 06108 CLS
- Hanson, Robert C. and Saunders, Lyle
Nurse-Patient Communication, Bureau of Sociological Research, Institute of Behavioral Science, University of Colorado, Boulder and the New Mexico State Department of Public Health, Santa Fe., 1964, 182 pp.
 0611 CLS
- Harbison, Frederick and Meyers, Charles A.
 "Education and Employment in the Newly Developing Economies," Symposium on Education and Development, Comparative Education Review, June 1964, Vol. 8, pp. 5-47.
 01752
- Harbison, Frederick and Meyers, Charles A.
Education, Manpower, and Economic Growth, New York: McGraw-Hill Book Company. 1964, pp. 229.
 01637

- Hardee, J. G.
Evaluation of an Educational Program with Part-Time Farm Families: Pennsylvania County, North Carolina, 1955-1960. North Carolina Extension Evaluation Studies: Raleigh: North Carolina State College, 1963, 124 pp.
03757 CA
- Hardee, J. Gilbert
"Planned Change and Systemic Linkage in a 5 Year Extension Program with Part-Time Families," Rural Sociology, 1965, Vol. 30, No. 1, pp. 23-32.
02980
- Hardee, J. G.
Program Development with Part-Time Farm Families, Bulletin 420, Raleigh: Agriculture Experiment Station, North Carolina State College, 1963, 28 pp.
03756
- Hardin, C. M.
Political Influence and Agricultural Research, Menasha, Wisconsin, 1947, 18 pp.
00345
- Hariah, David
"A Model of Communication," Philosophy of Science, 1956, Vol. 23, pp. 333-342.
01684
- Haring, Ardyce Elaine
Attitude Change as a Function of Communicator and Audience Types in a Traditional and a Modern Farming Community, Ph.D. Thesis: Madison: University of Wisconsin, 1965.
06427
- Harp, John
"A Note on Personality Variable in Diffusion Research," Rural Sociology, 1960, Vol. 25, pp. 346-347.
01831
- Harrell, Thomas W.
"Innovation of Participation in a Management," Katz, Elihu and others (eds.), Studies of Innovation and of Communication to the Public, Studies in the Utilization of Behavioral Science, Vol. II, Stanford, California: Institute for Communication Research, 1962.
03808
- Harris, Ruth
Certain Socio-Economic Factors and Value Orientations as Related to the Adoption of Home Practices, M.S. Thesis, Madison: University of Wisconsin, 1956.
01875
- Harris, Seymour E. et. al.
Challenge and Change in American Education, Berkeley, Calif.: McCutchan Publishing Corporation, 1965, 346 pp.
00599
- Harris, S. W.
"Applying Current Research to Everyday Problems," Group, 1955, Vol. 17, No. 1, pp. 17-18.
03964
- Hartley, E. L., Straus, R. and Mead, M.
"Determinants of Health Beliefs and Behaviors," American Journal of Public Health, 1961, Vol. 51, pp. 1541-1544.
05175
- Hartman, Frank K.
"Single and Multiple Channel Communication: A Review of Research and a Proposed Model," Audiovisual Communication Review, 1961, Vol. 9, No. 6, pp. 235-262.
02038
- Hartman, Joel A.
"Validity of using Sociometric Questions in Determining Characteristics of Personal Information Sources," Paper presented at the Rural Sociological Society, Montreal, Canada, 1964.
01876
- Hartman, Joel A. and Brown Emory J.
"Ecological Patterns of Farm Practice Adoption," Paper presented at the Rural Sociological Society, Chicago, 1965.
01839
- Hartmann, G. W.
"The Relative Prestige of Representative Medical Specialties," Journal of Applied Psychology 1936, Vol. 20, pp. 659-663.
05176
- Harvard Medical School and Psychiatric Service, Massachusetts General Hospital.
Community Mental Health and Social Psychiatry: A Reference Guide, Cambridge: Harvard University Press, 1962, 161 pp.
00946
- Harvey, O. J. and Consalvi, C.
"Status and Conformity to Pressure in Informal Groups," Journal of Abnormal Social Psychology, 1960, Vol. 60, pp. 182-187.
-06289
- Haskins, C. P.
"Technology, Science and American Foreign Policy," Foreign Affairs, Jan. 1962, Vol. 40, No. 2, pp. 224-243.
01158
- Hassinger, E.
"Social Relations Between Centralized and Local School Systems," Rural Sociology, Dec. 1961, Vol. 26, pp. 354-364.
00341
- Hassinger, Edward
"Stages in the Adoption Process," Rural Sociology, March 1959, Vol. 24, No. 1 pp. 52-53.
02875

- Hastings, J. T. et. al.
The Use of Test Results, Urbana: University of Illinois, Bureau of Educational Research, 1960.
 05177
- Hastings, J. T. and Runkel, P. J. and Damvin, D.
Effects on Use of Tests by Teachers trained in a Summer Institute, Urbana: Bureau of Educational Research, University of Illinois, 1960, 213 pp.
 03747
- Hastings, Philip K.
 "The Roper Center: An International Archive of Sample Survey Data," Public Opinion Quarterly, Winter 1964, Vol. 27, No. 4, pp. 590-598.
 12817
- Hattery, L. H.
Information and Communication in Biological Science, Washington, D.C.: American University Center for Technology and Administration, School of Government and Public Administration, 1961, 99 pp.
 00340
- Hattery, Lowell H. and Hofheimer, Susan
 "The Legislators' Source of Expert Information," Public Opinion Quarterly, Fall 1954, Vol. 18, No. 3, pp. 300-303.
 01214 CA
- Haubrich, Vernon
 "The Culturally Different: New contest for Teacher Education," Journal of Teacher Education, June 1963, Vol. 14, pp. 163-167.
 03426
- Hauser, Philip M.
 "Social Accounting," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 839-876.
 06645
- Havelock, E. A.
The Crucifixion of Intellectual Man, Boston, Mass.: The Beacon Press, 1951.
 07106
- Havelock, Ronald G.
Linking Research to Practice: What Role for the Linking Agent? Paper presented at the American Educational Research Association Meeting, New York: Feb. 1967.
 03041 CLS
- Havelock, R. G.
 "Potentialities of a Research, Development and Dissemination Center for the Urban Community," Paper presented as part of Symposium on Approaches to Research Utilization in Community Psychology, American Psychological Association, September 1967.
 06083 CLS
- Havelock, R. G.
Research Utilization Report: Analysis of Seminar Sessions, Institute for Social Research, 1964, (ditto: not available for distribution).
 06183 CLS
- Havelock, Ronald G.
 "Diffusion of Utilization Research to Those Concerned with Getting Educational Research into Practice," Project Proposal, U.S. Office of Education, Ann Arbor, Michigan: Center for Research on Utilization of Scientific Knowledge, The University of Michigan, 1968.
 07122
- Havelock, Ronald G.
 "New Developments in Translating Theory and Research into Practice," Paper presented at the 96th Annual Meeting of the American Public Health Association, Detroit, Michigan: November 14, 1968.
 07111 CLS
- Havelock, Ronald G.
 "Social Roadblocks in Utilizing Highway Safety," in O'Day, James (ed.), Driver Behavior Cause and Effect, Proceedings of the Second Annual Traffic Safety Symposium of the Automobile Insurance Industry, March 1968, p. 217.
 07108 CLS
- Havelock, Ronald and Benne, Kenneth D.
 "An Exploratory Study of Knowledge Utilization," Concepts for Social Change, Baltimore, Md.: Moran Printing Service, Published by N.T.L., NEA for COPEd, March 1967, pp. 47-70.
 03872
- Havelock, R. G., Mann, F., Morris, W. and Sashkin, M.
Social Research Utilization in Scientific Laboratories, Final Report, Project AF 49 (638)-1732. United States Air Force Office of Scientific Research, 1968, (in process).
 06502
- Havelock, Ronald and Mann, Floyd
Research and Development Laboratory Management Knowledge Utilization Study, Final Report, Contract AF49(638)1732, Ann Arbor, Michigan: Center for Research on Utilization of Scientific Knowledge, Institute for Social Research, July 20, 1968.
 07008 CLS
- Havelock, R. G., Huber, J. and Zimmerman, S.
Major Works on Change in Education: An Annotated Bibliography and Subject Index, Ann Arbor, Michigan: Center for Research on Utilization of Scientific Knowledge, The University of Michigan, March 1969.
 07110 CLS

- Havens, A. Eugene
"El Cambio En La Tecnologia Agricola De Subachoque," Factores Sociales Que Inciden En El Desarrollo Economico De La Hoya Del Rio Subachoque, Bogota, Facultad De Sociologia, Universidad Nacional De Colombia, 1963. 01878 AA
- Havens, A. Eugene
 "Increasing the Effectiveness of Predicting Innovativeness," Rural Sociology, 1965, Vol. 30, pp. 151-165. 01840
- Havens, A. Eugene
Social Psychological Factors Associated with Differential Adoption of New Technologies by Milk Producers, Ph.D. Thesis, Columbus, Ohio State University, 1962. 01879
- Havens, A. Eugene and Rogers, Everett M.
 "Adoption of Hybrid Corn: Profitability and the Interaction Effect," Rural Sociology, 1961, Vol. 26, pp. 409-414. 01901
- Havens, A. Eugene and Rogers, Everett M.
 "A Campaign That Failed: A Reason Why," Paper presented at Ohio Valley Sociological Society, Cleveland, Ohio: 1961. 01877
- Havighurst, R. J.
 "Conditions Productive of Superior Children," Teachers College Record, April 1961, Vol. 62, pp. 524-531. 00950
- Havighurst, R. and Moreira, J.
Society and Education in Brazil, The University of Pittsburgh Press, 1965, 263 pp. 02105
- Hawkins, Earle T.
Conference and Curricular and Instructional Innovations in State Colleges and Universities, Towson State College, Baltimore, Maryland. 01402
- Hawkins, Norman G.
 "The detailman and preference behavior," Southwestern Social Science Quarterly, Dec. 1959, Vol. 40, pp. 213-224. 02577
- Hawley, Florence
 "The Role of Pueblo Social Organization in the Dissemination of Catholicism," American Anthropologist, 1946, Vol. 48, pp. 407-415. 01900
- Hay, Donald G. and Lowry, Sheldon G.
Acceptance of voluntary health insurance in Scotland Neck community, North Carolina, 1955, Raleigh: North Carolina Agricultural Extension Station Progress Report, RS-27, July 1957, 25 pp. 02871
- Hay, Donald G. and Lowry, Sheldon G.
Use of Health Care Services and Enrollment in Voluntary Health Insurance in Montgomery County, North Carolina, 1956, Raleigh: North Carolina Agricultural Experiment Station Progress Report RS-31, 1958. 01898
- Hayakawa, S. I.
 "Conditions of Success in Communication," Bulletin of the Menninger Clinic, 1962, Vol. 26, No. 5, pp. 225-236. 02306 CA
- Hayes, D. P. and Jackson, J. K.
 "Teaching Social Science in the Medical School: A Case Study in Teamwork and Practice," Journal of Health and Human Behavior, 1960, Vol. 1, pp. 34-41. 05178
- Hayes, Paul C.
 "The Effect of Planned Change in the Local School," Theory into practice, Feb. 1966, Vol. 5, No. 1, pp. 46-50. 03783
- Haylor, L. J. H.
 "Scientific information and Patents," ASLIB Proceedings, Oct. 1966, Vol. 14, pp. 342-349. 02763
- Hayman, John L., Jr. and Johnson, James T., Jr.
 "Research on the Context of Instructional Television," School Life, April 1963, Vol. 45, pp. 8-11. 13168
- Hayes, Samuel P., Jr.
 "Relating Behavioral Research to the Problems of Organizations," in Likert, Rensis and Hayes, Samuel P. (eds.), Some Applications of Behavioral Research, Paris: UNESCO, 1957, pp. 316-326. 06132
- Hayward, Beresford
 "The Implemented Educational Plan," Adams, Don (ed.), Educational Planning, Syracuse University, New York Center for Developing Education, All-University School, School of Education, 1964. 10202
- Heald, J. Heston
 "ASTIA and The Information Revolution," Special Librarians, Oct. 1962, Vol. 53, pp. 462-465. 02290

- Heathers, Glen
Guidelines for Reorganizing School, Classroom and Curriculum, NEA: Center for the Study of Instruction.
 03918 CLS
- Heathers, Glen
 "Influencing Change at the Elementary Level," Miller, R. I. (ed.), Perspectives on Educational Change, New York: Appleton-Century-Crofts, 1966.
 00872
- Heathers, Glen
 "The Role of Innovation in Education," The National Elementary Principal, Sept. 1963, Vol. 43, pp. 8-14.
 01058
- Heathers, Glen
The Strategy of Educational Reform, New York: School of Education, New York University, 1963, 50 pp.
 01814
- Hackman, Dayton, E., and others
The Man behind the Message: A Study of Some Personal Characteristics of Professional Communicators, Columbus: Ohio State University, 1956, 132 pp.
 06080
- Hedrich, C. B.
 "Feedback: a method of evaluating and improving management training," Personnel, 1955, Vol. 32, pp. 16-29.
 03945
- Heifetz, Robert
 "Manpower Planning: A Case Study from Puerto Rico," Symposium on Education and Development, Comparative Education Review, June 1964, Vol. 8, pp. 5-47.
 01741
- Heinmiller, P. R.
 "Organizing a Manufacturing Information Program," Automation, March 1962, Vol. 9, pp. 70-76.
 03300
- Heinrich, June Sark
How to Bring About Change in a School System, Chicago: Science Research Associates, Inc., May 1966, 22 pp.
 00622
- Heiman, David R.
 "A Procedure for Predicting the Potential Success or Failure of an OR/MS Activity," A Master's Thesis, Dept. of Industrial Engineering and Management Sciences, Northwestern University, May 1964.
 01586
- Helfgott, R. B.
 "Easing the Impact of Technological Change on Employees: A Conspectus of United States Experience," International Labour Review, June 1965, Vol. 91, pp. 503-520.
 00836
- Heller, M. S. and Sadoff, R. L.
 "Experiences with a University Affiliated Psychiatric Service in a Correctional Institution," Corrective Psychiatry and Journal of Social Therapy, 1966, Vol. 12, No. 3, pp. 241-244.
 03230
- Helson, H., Blake, R. R., and Mouton, J. S.
 "Petition-Signing as Adjustment to Situational and Personal Factors," Journal of Social Psychology, 1958, Vol. 48, pp. 3-10.
 07020
- Hencley, Stephen R.
 "Problems Confronting Schools and Colleges of Education in Attempting to Meet the Demand for Research, Development and Diffusion Persons," Paper presented at American Educational Research Association 1967 Annual Meeting, New York: February 17, 1967.
 06032
- Hendin, H., Gaylin, W. and Carr, A.
Psychoanalysis and Social Research: The Psychoanalytic Study of the Non-Patient, Garden City: Doubleday, 1965, 106 pp.
 02104
- Hendriks, G.
 "The Role of Research in Community Development," Social Welfare Policy II, J. A. Poneioen, (editor), The Hague, Mouton, & Co., 1963, pp. 115-133.
 06045 CA
- Henry, E. R.
 "What Business Can Learn From Peace Corps Selection and Training," Personnel, 1965, Vol. 42, No. 4, pp. 17-25.
 02209
- Herbert, Evan
 "Information Transfer," International Science and Technology, March 1966, Vol. 51, pp. 26-35.
 06802
- Hereford, Carl F.
Changing Parental Attitudes Through Group Discussion, Austin, Texas: University of Texas Press, 1963, Vol. 16, 198 pp.
 02035 PA

- Herman, Melvin and Rosenberg, Bernard
 "Effecting Organizational Change Through a Demonstration Project: The Case of A Youth Work Program," Presented at Columbia University School of Social Work - Mobilization for Youth Training Institute of Urban Community Development Projects, April, 1964, mimeo. 00338
- Herner, Saul
 "The Information-Gathering Habits of American Medical Scientists," Proceedings of the International Conference on Scientific Information, Washington, D.C.: National Academy of Science. 02156
- Herner, Saul
 "Information-gathering Habits of Workers in Pure and Applied Science," Industrial and Engineering Chemistry, 1954, Vol. 46, pp. 228-236. 05179
- Herner, Saul
The Relationship of Information-Use Studies and the Design of Information Storage and Retrieval Systems, Washington, D.C.: Herner & Company, 1958. 02140
- Herner, Saul and Herner, Mary
 "Information Needs and Uses," in Cuadra, Carlos A. (ed.), Annual Review of Information Science and Technology, Vol. 2, Interscience Publ., New York, 1967. 06580
- Herner, Saul and Herner, Mary
The Use of Atomic Energy Commission Technical Information Tools and Services, Washington, D.C.: Herner and Company, 1962. 06803
- Herrick, Merlyn C.
 "Innovations in Education - Programmed Instruction," School Science and Mathematics, May 1965, Vol. 65, pp. 405-408. 01054
- Herrick, Virgil E.
Strategies of Curriculum Development (Compiled by James Macdonald, Dan Andersen and Frank May), Columbus, Ohio: Charles E. Merrill Books, 1965, 196 pp. 06428
- Herring, Pendleton
 "The Social Sciences in Modern Society," Social Science Research Council Items, 1947, Vol. 1, No. 1, p. 5. 10337
- Herriott, Robert E. and St. John, Nancy Hoyt
Social Class and the Urban School: The Impact of Pupil Background on Teachers and Principals, New York: John Wiley and Sons, 1966, 289 pp. 06429
- Hertz, D. B. and Rubenstein, A. H.
 "Communications in Research," Industrial Laboratories, July, 1953, Vol. 4. 03408
- Hertz, D. B. and Rubenstein, A. H.
Team Research, New York: Columbia University Department of Industrial Engineering, 1953. 05180
- Herzog, John D.
 "Viewing the Issues from the Perspective of an R & D Center," Paper delivered at the Symposium on Educational Improvement and the Role of Educational Research, New York: Annual Meetings of the American Educational Research Association, February 18, 1967. 06216 CLS
- Hess, B. A.
 "Superintendent: Key to Staff-Board Relations," Pennsylvania School Journal, May 1965, Vol. 113, pp. 392-4. 05181
- Hess, C. V. and Miller, L. F.
Some Personal, Economic and Sociological Factors Influencing Dairymen's Actions and Success, University Park, Pennsylvania Agricultural Experiment Station Bulletin 577, 1954. 01897
- Heusner, Henry C.
A Study of the Utilization of Curriculum Guides as Related to Selected Factors in their Planning and Construction, Order No. 64-5101, Detroit, Michigan: Wayne State University, 1963, 242 pp.
- Hildebrand, Peter E. and Partenheimer, Earl J.
 "Socio-Economic Characteristics of Innovators," Journal of Farm Economics, 1958, Vol. 40, pp. 446-449. 01896 2 0 Other
- Hill, A. V. and Neutra, Richard
 "The Influence of Science and Technology on the Metropolis," Fisher, Robert M. (ed.), The Metropolis in Modern Life, New York: Doubleday, 1955. 01230
- Hill, D. W. (ed.)
 "Work of Research Associations," Research, 1962, Vol. 15: Supplement, pp. 1-40. 02196 CA

- Hill, G. E.
Evaluating the School's Testing Program,
 Athens, Ohio: Ohio University Center for
 Educational Service, 1959, 28 pp.
 00336
- Hill, Richard J.
 "An Experimental Investigation of the Logis-
 tic Model of Message Diffusion," Social
Forces, 1957, Vol. 36, pp. 21-26.
 01733
- Hill, Richard J.
 "Creation, Dissemination and Practice within
 Professional Sociology," Proceedings of the
South West Sociological Association, 1963,
 Vol. 13, pp. 14-22.
 03390
- Hill, Richard J.
 "The Sociologist in the Industrial Position:
 an Opinion," Sociological Inquiry, Spring
 1961, Vol. 31, No. 2, pp. 150-156.
 03351
- Hill, Richard Johnson
Temporal Aspects of Person-to-Person Message
Diffusion, Ph.D. Thesis, Seattle, University
 of Washington, 1955. Dissertation Abstract,
 1955, Vol. 15, pp. 2332-2333.
 00364
- Hill, Reuben, and Back, Kurt, and Stycos, J.
 Mayone
 "Intra-family Communication and Fertility
 Planning in Puerto Rico," Rural Sociology,
 1955, Vol. 20, pp. 288-291.
 00334
- Hill, Richard J. and Bonjean, Charles M.
 "News diffusion: a test of the regularity
 hypothesis," Journalism Quarterly, Summer
 1964, Vol. 41, No. 3, pp. 336-342.
 01275
- Hill, Reuben, Back, K. and Stycos, J. M.
The Family and Population Control: A Puerto
Rican Experiment in Social Change, Chapel
 Hill: University of North Carolina Press,
 1959.
 01895 AA
- Hiltner, Seward
 "Psychotherapy and Counseling in Professions
 Other Than the Ministry," Pastoral Psychology,
 1956, Vol. 7, No. 62, pp. 8-14.
 03686
- Hines, T. C.
 "Automation and Scientific Communication
 Discussed by Documentalists in Chicago,"
Library Journal, Nov. 15, 1963, Vol. 88, pp.
 4336-4338.
 02787
- Himes, Joseph S.
 "Some Implications of Sociology for Community
 Organization," Journal of Human Relations,
 1958, Vol. 6, No. 2, pp. 26-32.
 01660
- Himmelstrand, Ulf
 "Verbal Attitudes and Behavior: A Paradigm
 for the Study of Message Transmission and
 Transformation," Public Opinion Quarterly,
 1960, Vol. 24, No. 2, pp. 224-250.
 02034 CA
- Hindman, D. A.
Cooperative programs of training and research
in mental retardation: A survey study of co-
operative relationships established between
residential facilities for the mentally re-
tarded and colleges and universities, Yellow
 Springs, Ohio, Antioch. 1959, 160 pp.
 01307
- Hinrichs, J. R.
 "Communications Activity of Industrial Research
 Personnel," Personnel Psychology, 1964, Vol.
 17, No. 2, pp. 193-204.
 02220
- Hirsch, Abraham Menco
 "'Importing' and 'Adopting' Skills," Human
Organizations, Summer 1965, Vol. 24, No. 2,
 pp. 124-127.
 02966
- Hirsch, A. M.
 "Programming the International Transfer of
 Technical Skills," Public Administration
Review, April 1964, Vol. 24, pp. 29-35.
 00823
- Hirsch, W. and Zollschan, G. (eds.)
Explorations in Social Change, Boston: Hough-
 ton Mifflin.
 02548
- Hoban, Charles F.
 "Dial 'T' for Tryst," Meierhenry, Wesley C.
 (ed.), Media and Educational Innovation, Uni-
 versity of Nebraska Extension Division and
 University of Nebraska Press, 1964.
 02623
- Hoban, Charles F.
Survey of Professional Journals in Field of
Public Communication, Including New Media of
Education, Philadelphia: University of Pennsyl-
 vania, February 1967.
 06579
- Hobbs, Daryl
Factors related to the Use of Agricultural
Chemicals on Iowa Farms, M.S. Thesis, Ames:
 Iowa State University, 1960.
 01892

- Hobbs, Daryl
The Relation of Farm Operator Values and Attitudes to their Economic Performance, Ames: Iowa State University, Rural Sociology Report 33, 1964.
01872
- Hobbs, D. J.
"The Study of Change as a concept in Rural Sociology," Theory into Practice, Feb. 1966, Vol. 5, No. 1, pp. 20-24.
03814
- Hobson, John
"The Influence of Advertising on Mass Media," Marketing Forum, Nov.-Dec. 1964, pp. 6-14.
02271
- Hoch, E. L. and Darley, J. G.
"A Case at Law," American Psychologist, Sept. 1962, Vol. 17, pp. 623-654.
00958
- Hochstrasser, Donald L.
Possum Ridge Farmers: A Study in Cultural Change, Ph.D. Thesis, Eugene: University of Oregon, 1963.
01837
- Hocking, Elton
Language Laboratory and Language Learning, Washington, D.C.: Dept. of Audiovisual Instruction, NEA, 1964, 210 pp.
00137
- Hodgdon, Linwood L. and Singh, Harpal
The Adoption of Agricultural Practices in Two Villages of Madhya Pradesh, Delhi, India: Ford Foundation Mimeo Report, 1963.
01858
- Hodgdon, Linwood L.
"Psychological and Social Forces in Rural Change," Paper for 16th General Assembly of the World Medical Association, Bombay, India: Nov. 13, 1962.
02033
- Hodgkinson, Harold L.
Education in Social and Cultural Perspectives, Englewood Cliffs, New Jersey: Prentice-Hall, 1962, 243 pp.
03828
- Hodgson, Richard C. and others
The Executive Role Constellation: An Analysis of Personality and Role Relations in Management, Boston: Division of Research, Harvard Business School, 1965.
06206
- Hoeken, S.
"Disseminating Current Information," Special Libraries, Feb. 1962, Vol. 53, pp. 93-95.
02779
- Hoffer, Charles R.
Acceptance of Approved Farming Practices among Farmers of Dutch Descent, East Lansing: Michigan Agricultural Experiment Station Special Bulletin 316, 1942.
01834
- Hoffer, Charles R.
Selected Social Factors affecting participation of Farmers in Agricultural Extension Work, East Lansing: Michigan Agricultural Experiment Station Special Bulletin 331, 1944.
01834
- Hoffer, Charles R.
Social Organization in Relation to the Extension Service in Eaton County, Michigan, East Lansing: Michigan Agricultural Experiment Station Special Bulletin 338, 1946.
01851
- Hoffer, Charles R. and Gibson, D. L.
The Community Situation as it Affects Agricultural Extension Work, East Lansing: Michigan Agricultural Experiment Station Special Bulletin 312, 1941.
01852
- Hoffer, Charles R. and Stangland, Dale
"Farmers' Attitudes and Values in Relation to Adoption of Approved Practices in Corn Growing," Rural Sociology, 1958, Vol. 23, pp. 112-120.
01650 AA
- Hoffer, Charles R. and Stangland, Dale
Farmers' Reactions to New Practices, East Lansing: Michigan Agricultural Experiment Station Technical Bulletin 264, 1958B.
01782
- Hoffman, G. W.
"Problems of Agricultural Change in South-eastern Europe," Geographical Review, July 1965, Vol. 55, pp. 428-431.
00330
- Hoffmeyer, H.
"Medical Aspects of the Danish Legislation on Abortion," Western Reserve Law Review, Dec. 1965, Vol. 17, p. 529.
00329
- Hogg, I. H. and Smith, J.
"Information and Literature Use in a Research and Development Organization," National Academy of Science National Research Council Proceedings of the International Conference on Scientific Information, pp. 131-162.
05182
- Hogg, I. H. and Smith, Roland
A Survey of the Use of Literature and Information in the Research and Development Branch, Risley, Warrington, Lancashire, England: Industrial Group Headquarters, 1959.
02154

- Hoheisel, P.
"Smoking-Health Council, Physicians Help New PTA Educational Thrust," Michigan Medicine, Oct. 1967, Vol. 66, No. 19, p. 1320.
06804
- Hohorst, H. G.
"The Corporate Contribution," Saturday Review, January 13, 1968, pp. 56-58.
06378
- Hoisington, Earl et. al.
Report of Task Force ABLE, Agricultural Biological Literature Exploitation, Systems Study of the National Agricultural Library and Its Users, March 1965.
05184
- Holik, J. S. and Lane, V. W.
"A Community Development Contest as a Catalytic Agent in Social Action," Rural sociology, June 1961, Vol. 26, pp. 157-169.
03707
- Holland, James G.
"Teaching machines: An application of principles from the Laboratory," Journal of the Experimental Analysis of Behavior, 1960, Vol. 3, pp. 275-287.
02032
- Hollander, E. P.
"Competence and Conformity in the Acceptance of Influence," Steiner I. and Fishbein, Current Studies in Social Psychology, New York: Holt, 1965.
05183
- Hollister, W. G.
"Five Years' Experience with Lay Discussion Leaders in Mental Health Education," Mental Hygiene, New York, 1958, Vol. 42, pp. 106-117.
03180
- Hollnsteiner, Mary R.
"Some Principles of Cultural Change and Their Relation to the Philippines," Philippine Sociological Review, Jan. 1958, Vol. 6, No. 1, pp. 1-7.
01250 DA
- Hollomon, J. Herbert
"Technology Transfer," Proceedings from Technology Transfer and Innovation sponsored by the National Planning Association, National Science Foundation, May 15-17, 1966, p. 32.
07051
- Holloway, Robert Gordon
"Systemic Linkage, Influence and Control in a Hospital Decision-Making Structure: A Cross-validation Study," Dissertation Abstracts, 1963 Vol. 23 No. 10 p. 4005.
02031
- Holmberg, Allan R.
"Changing Community Attitudes and Values in Peru: A case study in guided change," Council on Foreign Relations, Social Change in Latin America Today.
02030
- Holmberg, Allan R.
"Land Tenure and Planned Social Change: A Case from Vicos, Peru," Human Organization, 1959, Vol. 18, pp. 7-10.
01639
- Holmberg, Allan R. and Dobyns, Henry F.
"The Process of Accelerating Community Change," Human Organization, Summer 1962, Vol. 21, pp. 107-109.
00611
- Holmberg, Allan R.
"The Wells that failed: an attempt to Establish a Stable Water Supply in the Viree Valley, Peru," Spicer, Edward H. (ed.), Human Problems in Technological Change, New York: Russell Sage Foundation, 1952.
01880
- Holmes, Emory H.
The Information Center: Some Selected Examples, Santa Monica: System Development Corp., 1964.
06805
- Holt, Hervert and Ferber, Robert C.
"The Psychological Transition from Management Scientist to Manager," Management Science, April 1964, Vol. 10, pp. 409-420.
- Holton, G. (ed.)
Science and Culture: A Study of Cohesive and Disjunctive Forces, Boston: Houghton Mifflin 1965. pp. 28-30.
00327
- Hoos, J. R.
"Retraining in the United States: problems and progress," International Labour Review, Nov. 1965, Vol. 92, pp. 410-425.
00326
- Hopkins, John E.
"Scope of the Demand for Educational Research and Research-Related Persons," American Educational Research Association Annual Meeting, February 1967.
03067 CLS
- Hopkins, John E., et. al.
"Exemplars of Emerging Roles," Conference Paper No. 3, Conference on Emerging Roles in Educational Research, Development, and Diffusion, Bloomington, Indiana: Indiana University, December 1966.
06188

- Horat, Sudhakar Shankar
Certain Social Factors associated with the Adoption of Recommended agricultural practices by Rural Local Leaders and Primary Farmers in India, Ph.D. Thesis, East Lansing: Michigan State University, 1966.
 01820
- Horn, Daniel
 "How Did We Get Into The Cigarette Mess? Why Is It So Hard To Find a Way Out?" Research News, March 1968, Vol. 45, No. 3, pp. 1-7.
 06806
- Horne, Charles F.
 "The Impact of Government Research on Business Firms," Research Management, 1962, Vol. 5, pp. 323-338.
 06021 CA
- Hornig, D. and others
 "Innovation in the Soviet Union," Science Technology, Feb. 1965, Vol. 38, pp. 48-51.
 02102
- Hornstein, N. A., Lake, D. G. and Claden, Paula
Organization Development in Schools, The Horace Mann-Lincoln Institute of School Experimentation, Columbia University, annual report 1964-1965, 4 pp.
 00325
- Hornes C. F. and Brown, F. C.
 "The Impact of Government Research on Business Firms," Research Management, Sept. 1962, Vol. 5, pp. 325-359.
 00324
- Horowitz, Ira and Alcott, James A.
 "Small Business and Government R & D," Small Business Management Series, Small Business Administration.
 05185
- Horton, Donald, and Strauss, Anslem
 "Interaction in Audience-Participation Shows," American Journal of Sociology, 1957, Vol. 62, pp. 579-587.
 01724
- Horton, Donald and Wohl, R. Richard
 "Mass Communication and Para-Social Interaction," Psychiatry, 1956, Vol. 19, pp. 215-229.
 00323
- Hoselitz, B. F.
 "Noneconomic Barriers to Economic Development," Economic Development and Cultural Change, 1952, Vol. 1, pp. 8-21.
 02029
- Hoslett, S. D.
 "Barriers to Communication," Personnel, 1951, Vol. 28, pp. 108-114.
 08346
- Houn, Franklin W.
 "The Stage as a Medium of Propaganda in Communist China," Public Opinion Quarterly, 1959, Vol. 22, pp. 213-222.
 01818
- House, R.
 "T-Group Education and Leadership Effectiveness: A Review of the Empiric Literature and a Critical Evaluation," Personnel, 1967, Vol. 20 pp. 1-32.
 07170
- Hovene, A.
 "Manpower Planning and the Restructuring of Education," International Labour Review, June 1964, Vol. 89, pp. 529-550.
 00817
- Hovland, C. I.
 "Two New Social Science Research Units in Industrial Settings," American Psychologist, 1961, Vol. 16, pp. 87-91.
 03108
- Hovland, C. I. and Weiss, W.
 "The Influence of Source Credibility on Communication Effectiveness," Public Opinion Quarterly, 1951, Vol. 15, pp. 635-650.
 06281
- Hovland, C. I. (ed.)
The Order of Presentation in Persuasion, New Haven, Connecticut: Yale University Press, 1957.
 07009
- Hovland, Carl I.
 "Effects of the Mass Media of Communication," in Lindzey, G. (ed.), Handbook of Social Psychology Reading, Massachusetts: Addison-Wesley, 1954.
 07001
- "How Many Media?" Richmond Times-Dispatch and News Leader, Richmond, Virginia, 1960.
 12576
- Howard, Perry H. and Brent, Joseph L., III
 "Social Change, Urbanization, and Types of Society," The Journal of Social Issues, Jan. 1966, Vol. 22, No. 1, pp. 73-84.
 02591
- Hower, Ralph M. and Orth, Charles D.
Managers and Scientists: Some Human Problems in Industrial Research Organizations, Harvard Graduate School of Business Administration, 1963, 323 pp.
 02330
- Howerton, P. (ed.)
Vistas in Information Handling, Baltimore, Maryland: Spartan Press, 1963.
 00322

- Howick, George J. and Leshner, Richard L.
Assessing Technology Transfer, NASA SP-5067,
1966.
06807
- Hoyt, Gerald A.
"The Management of Change," The General Elec-
tric Forum, July-September, 1965, Vol. 8,
pp. 21-23.
01375
- Hoyt, K. B. and Cochran, L. W.
"Communicating Guidance Information to Spe-
cialty Oriented Students," AV, Instruction,
Jan. 1965, Vol. 10, pp. 49-53.
03736
- Hrabovszky, J. K. and Moulik, T. K.
A Study of Economic Returns to the Olpad
Thresher in Two Delhi Villages, Some Psycho-
logical and Social Factors Influencing Their
Adoption and the Process of Diffusion Among
Cultivators, New Delhi: India Agricultural
Research Institute, 1966.
06430
- Hruschka, Erna
"Unpublished Data," Stuttgart-Hohenheim,
Germany, Institut für Landwirtschaftliche
Beratung an der Landwirtschaftlichen
Hochschule, 1961.
06404
- Hruschka, E. and Rheinwald, H.
"The Effectiveness of German Pilot Farms,"
Sociologia Ruralis, 1965, Vol. 5, pp. 101-111.
00883
- Hubbard, Alfred W.
"Predicting Doctor Behavior," Paper presented
to Eastern Pharmaceutical Market Research
Group, Hotel New Yorker, May 25, 1960.
00751 CA
- Hubbard, Richard D.
A Study of the Reasons Given for the Limited
Use of Certain Audio-Visual Materials at
Syracuse University, Ph.D. Thesis, Syracuse,
New York: Syracuse University, 1960.
03575 DA
- Hudson, A.
"Analysis of the Scientific Content in Cur-
riculums of Vocational Agriculture," Agri-
cultural Educational Magazine, Aug. 1961,
Vol. 34, pp. 33-34.
03339
- Hudspeth, Delayne R.
A Study of Belief System and Acceptance of
New Educational Media with Users and Nonusers
of Audiovisual Graphics, Ph.D. Thesis, East
Lansing: Michigan State University, 1966.
01190 DA
- Huessy, H. R.
"Mental Health Consultation in Varied Set-
tings," in Mental Health with Limited Re-
sources: Yankee Ingenuity in Low-Cost Programs,
New York: Grune and Stratton, 1966.
06012 CA
- Hughes, Charles C.
"Health and Well-Being Values in the Perspec-
tive of Sociocultural Change," in Comparative
Theories of Social Change, Ann Arbor, Mich:
Foundation for Research in Human Behavior,
1966, pp. 118-165.
06061
- Hughes, Everett C.
"Professions," Daedalus, Fall, 1963, Vol. 92,
No. 4, p. 655.
07062
- Hughes, John F.
"Title I. Elementary and Secondary Education
Act of 1965," Audio-Visual Instruction, 1965,
Vol. 10, pp. 1620-625.
06034 CA
- Hughes, J. L. and McNamara, W. J.
"A Comparative Study of Programmed and Con-
ventional Instruction in Industry," Journal
of Applied Psychology, 1961, Vol. 45, pp. 225-
231.
02028
- Hull, W. J.
"Growing Pains of International Technical
Cooperation," International Labour Review,
Oct. 1961, Vol. 84, pp. 223-245.
01768 CA
- Hulse, F.
"Convention and Reality in Japanese Culture,"
in Silberman, B. (ed.), Japanese Character
and Culture, Tucson: University of Arizona
Press.
05186
- Hunt, D. E.
"A Model for Analyzing the Training of Train-
ing Agents," Merrill-Palmer Quarterly, 1966,
Vol. 12, No. 2, pp. 137-156.
03264 CA
- Hunt, Douglas W.
"The Premise of Change," National Association
of Secondary School Principals, "Changing
Secondary Schools," The Bulletin, May 1963,
Vol. 47, No. 283.
01186 CA
- Hunt, Martin F., Jr., and Miller, Gerald R.
"Open-and Closed-Mindedness, Belief-Discrepant
Communication, Behavior, and Tolerance for
Cognitive Inconsistency," Journal of Person-
ality and Social Psychology, Vol. 8, No. 1,
pp. 35-37.
06808

- Hunt, R. G., Gurrslin, O. and Roach, J. L.
 "Social Status and Psychiatric Service in a
 Child Guidance Clinic," American Sociological
 Review, 1958, Vol. 23, pp. 81-83.
 03181
- Huntington, Samuel, P.
 "Power, Expertise and the Military Profes-
 sion," Daedalus, Fall 1963, Vol. 92, No. 4,
 p. 785.
 07069
- Hurst, W.
 "Perspectives Upon Research Into Legal Order,"
Wisconsin Law Review, May 1961, Vol.
 p. 356.
 10159
- Husain, A. F. A.
Human and Social Impact of technological
 Change in Pakistan, Dacca, Pakistan: G. Cum-
 berlege Oxford University Press, 1956, 2
 Volumes.
 02914
- Husek, T. R.
 "Message Certainty and Information Destruc-
 tion: Variables in the Study of the Communi-
 cation of Information," California Journal
 of Educational Research, 1964, Vol. 15, No.
 4, pp. 184-189.
 02027
- Hussey, H. H.
 "Changing dimensions of medical knowledge;
 their implications for medical education
 research and practice," Journal of the Amer-
 ican Medical Association, May 3, 1958, Vol.
 167, No. 1, pp. 40-47.
 00321
- Hutchins, E. B.
 "The Developing Role of Educational Research
 in Undergraduate Medical Education," Bulletin
 of the New York Academy of Medicine, March
 1965, Vol. 41, pp. 298-305.
 00320
- Hutchinson, J. C.
Modern Foreign Languages in High School: The
 Language Laboratory, U. S. Department of
 Health, Education, and Welfare, Office of
 Education, Bulletin 1961, No. 23, Washington,
 D.C.: Superintendent of Documents, Government
 Printing Office, 1961. pp. 85.
 05187
- Hutton, G.
 "Shock of innovation," Spectator, May 9, 1958,
 Vol. 200, pp. 584-585.
 01806
- Huxley, Julian
Scientific Research and Social Needs, London:
 Watts & Co., 1934.
 06101
- Hyatt, George Jr.
Some Bases for Coordination of Cooperative
 Extension Programs with Research and Resident
 Instruction in Selected Land Grant Institu-
 tions, Ph.D. Thesis, Madison: University of
 Wisconsin, 1961.
 03858
- Hyman, H., Levine, G., and Wright, C.
Inducing Social Change in Developing Commu-
 nities, New York: UN Research Institute for
 Social Development, 1967.
- Hyman, Herbert and Sheatsley, Paul
 "Some Reasons Why Information Campaigns Fail,"
Public Opinion Quarterly, 1947, Vol. 11, pp.
 412-423.
 02026 CA
- Hyman, Herbert H. and Wright, Charles R.
 "Evaluating Social Action Programs," in
 Lazarsfeld, Paul F., Sewall, William H., and
 Wilensky, Harold L., (eds.) The Uses of Soci-
 ology, New York: Basic Books, 1967, pp. 741-
 782.
 06646
- Hyman, Martin D.
 "Medicine," in Lazarsfeld, Paul F., Sewall,
 William H. and Wilensky, Harold L., (eds.),
The Uses of Sociology, New York: Basic Books,
 1967, pp. 119-155.
 06647
- Hypps, Irene C.
 "Consultation Services - Schools' Project in
 Consultation skills," American Journal of
 Orthopsychiatry, March 1965, Vol. 35, pp. 298-
 300.
 03859
- Hyslop, Marjorie R. and Chafe, H. David
 "User Appraisal of an Information System and
 Services through a Program of Joint Applied
 Research," in Schecter, George (ed.) Informa-
 tion Retrieval--A Critical Review, Washington,
 D.C.: Thompson, 1967, pp. 151-176.
 06581
- "ITM Academy," Grand Rapids, Michigan: Dyer Ives
 Foundation, 1967, 25 pp. (Unpublished)
 07014
- Ibanez, R. A.
 "Criminal Responsibility: The Role of the Law-
 yer and the Psychiatrist in Structuring the
 Case for the Defense," Los Angeles Bar Bulle-
 tin, Sept. 1966, Vol. 41, p. 486.
 00319

- Ide, Eleanor
"User Interaction with an Automated Information Retrieval System," in Salton, Gerard (director) Information Storage and Retrieval, Report No. ISR-12 to NSF, Cornell University, Department of Computer Science, Ithaca, N.Y.: June, 1967, sec.-8, 32 pp.
06582
- Idzerda, Stanley, J.
"Evaluation of the Rhetoric of Curriculum Change," College Entrance Examination Board, The Challenge of Curricular Change, Princeton, New Jersey: The College Entrance Examination Board, 1966.
00634
- Ieck, Robert E. and Pulver, Glen C.
An Empirical Measure of Decision Making in Evaluating Farm and Home Development in Wisconsin, Madison: Wisconsin Agricultural Experiment Station and Cooperative Extension Service Research Bulletin 238, 1962.
01389
- Inayatullah
"Communication and Innovation in a Pakistani Village," Unpublished Paper, Hawaii, East-West Center, International Development Institute, 1964.
01823
- Indik, Bernard
"Organizational Size and Member Participation," Unpublished Dissertation, University of Michigan, 1961.
05188
- Industrial Relations Counselors
Applying Behavioral Science Research in Industry, Industrial Relations Monograph, 1946, No. 23, 113 pp.
02218
- "Information Control: How a New Industry Grows Up," Business Week, Nov. 12, 1960, pp. 89-90.
03275
- Ingman, Stanley R.
Private Outdoor Recreational Development: Factors Associated with Adoption, M.S. Thesis, Columbus: The Ohio State University, 1963.
01274
- Insko, Chester A.
"Primacy versus Recency in Persuasion as a Function of the Timing of Arguments and Measures," Journal of Abnormal and Social Psychology, 1964, Vol. 69, No. 4, pp. 381-391.
06516
- Insko, Chester, A., Arkoff, A. and Insko, V.
"Effects of High and Low Fear - Arousing Communications Upon Opinions Toward Smoking," Journal of Experimental Social Psychology, 1965, Vol. 1, No. 3, pp. 256-266.
00318 PA
- Institute for Community Studies
"Preliminary Report of A Research Utilization Conference, October 7-9, 1968," Kansas City, Missouri: Institute for Community Studies, February, 1969, Publication #69-177.
07134 CLS
- The Institute of Management Sciences
A Directory of Research on Research, College of Research and Development, the Institute of Management Sciences, May 1964.
00639
- Insuel, David and Lind, Harold
"Government's Role in Applying Science to Industry," Politics and Economic Planning, July 29, 1963, Vol. 29, No. 474, pp. 285-324.
02331
- International Conference on Public Education
Primary School Textbooks: Preparation, Selection, Use, UNESCO, International Business of Education, Geneva, No. 204, New York: Columbia University Press, 1959. pp. 245.
00597
- "International Conference on Scientific Information, 1958, Washington D.C. Report"
ASLIB Proceedings, Feb. 1959, Vol. 11, pp. 37-47.
03034
- International Research Associates
"The Access to Public Libraries Study," ALA Bulletin, Sept. 1963, Vol. 57, pp. 742-745.
03706 CA
- International Research Associates, Inc.
A Study of the Market for Fertilizers in West Pakistan, New York: Esso Standard Eastern, Inc., 1963.
01884
- International Social Science Council
Social Implications of Technological Change, Paris, 1962.
06648
- "Interpersonal Dynamics in a Desegregation Process," Journal of Social Issues, 1958, Vol. 14, No. 1, pp. 3-62.
01771
- Iqbal, Mohammad
The Study of Farmers Attitudes Towards Adoption of Modern Agricultural Practices, Unpublished M. A. Thesis, Lahore, University of Punjab, 1963.
01887
- Isard, Walter and Rydell, C. Peter
"General Equilibrium Model of the Social System," in Comparative Theories of Social Change, Ann Arbor, Mich.: Foundation for Research on Human Behavior, 1966, pp. 246-285.
-06064

Iwanska, Alicja

Good Fortune: Second Chance Community, Pullman: Washington, Agricultural Experimental Station Bulletin No. 589, 1958, 42 pp.
02896

J

Jackey, Alvin S.

The Consistency of Sociological Variables in Predicting the Adoption of Farm Practices, Ph.D. Thesis, Ithaca, New York: Cornell University, 1958.
02687

Jackson, E. B.

"Role of Information in Solving Business and Technical Problems," Sharp, M.S. (ed.), Readings in Special Librarianship, Scarecrow, 1963, pp. 78-93.
12777

Jackson, Jay M.

"The Organization and its Communication Problems," Journal of Communication, Dec. 1959, Vol. 9, pp. 158-172.
00592 CA

Jaco, E. G.

"Problems and Prospects of Social Science in Medical Education," Journal of Health and Human Behavior, Spring 1960, Vol. 1, pp. 29-34.
00317

Jacobini, H. B.

"Western Political Forms: Their Adaptation to the Philippines," Southwestern Social Science Quarterly, September 1961, Vol. 42, pp. 173-180.
01805

Jacobs, Robert

"The Inter-Disciplinary Approach to Educational Planning," Symposium on Education and Development, Comparative Education Review, June 1964, Vol. 8, pp. 5-47.
01781 CA

Jacobson, A.

"The Failure of the Psychiatric Community Clinic," Psychiatric Quarterly, 1965, Vol. 39, No. 4, pp. 621-631.
03199

Jacobson, E. and Deutschmann, Paul J. and Kato, Hidetoshi, et. al.

"Communication and Information," International Social Science Journal, 1962, Vol. 14, No. 2, pp. 251-348.
02025

Jacobson, Eugene H., Kahn, Robert L., Mann, Floyd C., and Samelson, Nancy (eds.).

"Human Relations Research in Large Organizations," Journal of Social Issues, 1951, Vol. 7, No. 3.
05189

Jacobson, E. and Seashore, S.

"Communication Practices in Complex Organizations," Journal of Social Issues, 1951, Vol. 7, pp. 28-40.
06702

Jacobson, Margaret M. and Eichorn, Robert F.

"How Farm Families Cope with Heart Disease, A Study of Problems and Resources," Journal of Marriage and the Family, May 1964, Vol. 26, No. 2, pp. 166-173.
03419

Jacobson, Paul B.

"The Use of Inter-Institutional Agencies in the Dissemination and Implementation of Educational Research," Dissemination and Implementation: Third Annual Phi Delta Kappa Symposium on Educational Research, Bloomington, Indiana: Phi Delta Kappa, Inc., 1962, pp. 129-170.
06086 CA

Jacobstein, J. M. and Cohen, M. L. and Ellenberger, J. S.

"Possibilities of Innovations in Research Methods for Law: a Panel," Law Library Journal, Nov. 1963, Vol. 53, p. 346.
02429

Jaggers, G.

"Ideas are the Basis for Change," Kentucky School Journal, Oct. 1964, Vol. 43, p. 7.
03452

Jahoda, G., Hutchins, Ronald D., and Galford, Robert R.

"Characteristics and Use of Personal Indexes Maintained by Scientists and Engineers in One University," American Documentation, 1966, Vol. 17, pp. 71-75.
05191

Jahoda, G., Hutchins, Ronald D., and Miller, Dolores M.

"Analysis of Case Histories of Personal Index Use," Tallahassee: Florida State University, Library School, mimeo, pp. 14.
05190 CLS

Jain, Navin Chand

The Relation of Information Source Use to the Farm Practice Adoption and Farmers' Characteristics in Waterloo County, M.S. Thesis, Guelph, Canada: University of Guelph, 1965.
02723

- Jalota, S. and Tewari, S.
 "A Study of Attitudes towards Social Reform,"
Indian Psychological Review, 1965, Vol. 2,
 No. 1, pp. 65-68.
 00316
- Jamias, Juan F.
The Effects of Belief System Styles on the
 Communication and Adoption of Farm Practices,
 Ph.D. Thesis, East Lansing: Michigan State
 University, 1964.
 02265 AA
- Jamias, Juan F.
The Effects of Belief System Styles on the
 Communication and Adoption of Farm Practices,
 Ph.D. Thesis, East Lansing, Michigan: Mich-
 igan State University, Dissertation Abstracts,
 1965, Vol. 25, No. 11, pp. 6797-6798.
 02265
- Jamis, Juan F. and Troidahl, Verling C.
 "Dogmatism, Tradition, and General Innova-
 tiveness," Unpublished paper, East Lansing:
 Michigan State University, 1964.
 02721
- Jan, G. P.
 "Mass Education in the Chinese Communes,"
Asian Survey, Oct. 1964, Vol. 4, pp. 1102-
 1114.
 00812
- Janis, I. L. and Feshback, S.
 "Effects of Fear-Arousing Communications,"
Journal of Abnormal Social Psychology, 1953,
 Vol. 48, pp. 78-92.
 06262
- Janis, I. and King, B.
 "The Influence of Role Playing on Opinion
 Change," Journal of Abnormal Social Psychol-
 ogy, 1954, Vol. 48, pp. 211-218.
 06703
- Janis, I. L. and Mann, L.
 "Effectiveness of Emotional Role-Playing in
 Modifying Smoking Habits and Attitudes,"
Journal of Experimental Research in Person-
 ality, 1965, Vol. 1, No. 2, pp. 84-90.
 00315 AA
- Janis, I. L. and Smith, M. B.
 "Effects of Education and Persuasion on Na-
 tional and International Images," in Kelman,
 H., (ed.) International Behavior, New York:
 Holt, Rinehart and Winston, 1965.
 06274
- Janis, I. L.
 "Personality as a Factor in Susceptibility to
 Persuasion," in Schramm, W., (ed.), The Sci-
 ence of Human Communication, New York: Basic
 Books, 1963, pp. 54-64.
 06270
- Janowitz, Morris and Delany, William
 "The Bureaucrat and the Public: A Study of
 Informational Perspectives," Administrative
 Sciences Quarterly, Sept. 1957, Vol. 2, No. 2,
 pp. 182-199.
 02849
- Janowitz, Morris and Street, David
 "The Social Organization of Education," in
 Rossi, P. and Biddle, B. (eds.) The New Media
 and Education: Their Impact on Society, Chi-
 cago: Aldine Pub. Co., 1966, pp. 207-242.
 06140
- Janz, H. W.
Die Chemische Beeinflussung seelischer Störun-
 gen I, II, III, Frankfurter Hefte, Feb-March-
 April 1961, (various pages), Vol. 16.
 00313
- Jarnagin, Robert Allison
Farmer Attitudes Toward the Cooperative Ex-
 tension Service in Illinois: A Basis for Com-
 munication Strategy, Ph.D. Thesis, East Lansing:
 Michigan State University, 1964.
 02720
- Jasinski, Frank J.
 "Adapting Organization to New Technology,"
Harvard Business Review, Jan./Feb. 1959, Vol.
 37, pp. 79-86.
 02568 CA
- Jasinski, Frank
 "The Change Process," Bushnell, D., Freeman,
 R. and Richland M. (eds.), Proceedings of the
 Conference on the Implementation of Education-
 al Innovations, Santa Monica, California: Sys-
 tem Development Corporation, 1964.
 10584
- Jefferson, Ruth Bryant
 "Some Obstacles to Racial Integration," Journal
 of Negro Education, 1957, Vol. 26, pp. 145-154.
 01674
- Jeffery, C. R.
 "Criminal Behavior and Learning Theory," Jour-
 nal of Criminal Law, Criminology, and Police
 Science.
 00314
- Jennings, Frank G.
 "Mass Media, Mass Mind, and Make-Shift: Com-
 ments on Educational Innovation and Public
 Weal," Miles, Matthew B. (ed.), Innovation in
 Education, New York: Bureau of Publications,
 Teachers College, Columbia University, New
 York, 1964.
 00847
- Jensen, G. and Fish, L. D.
Purposes, Plans and Potentials for the North-
 west Regional Educational Research Laboratory,
 Board of Directors, Northwest Regional Edu-
 cational Research Laboratory, Portland, Ore-
 gon, May 1966, pp. 39.
 00312

- Jensen, G. and Lieright A. A. and Hallenback, W.
Adult Education: Outlines of an Emerging Field of University Study, Washington, D.C.: Administrative Educational Association, 1964. 03840
- Jeuck, John E.
"Direct-Mail Advertising to Doctors," Journal of Business, Jan. 1940, Vol. 13, Part I: pp. 17-38. 00752 CA
- Jewkes, J. and Sawers, D. and Stillerman, R.
The Sources of Invention, New York: St. Martin's Press, 1961. 00941 CA
- Johns Hopkins University, Center for Research in Scientific Communication
A Comparison of the Dissemination of Scientific and Technical Information, Information Interaction, and the Impact of Information Associated with Two Meetings of the American Institute of Aeronautics and Astronautics, Baltimore: Center for Research in Scientific Communication, Report No. 1, August 1967, 66 pp. 06588
- Johns Hopkins University, Center for Research in Scientific Communication
A Comparison of the Dissemination of Scientific Information, Informal Interaction, and the Impact of Information Received from Two Meetings of the American Meteorological Society, Baltimore: Center for Research in Scientific Communication, Report No. 6, November 1967, pp. 293-339. 06584
- Johns Hopkins University, Center for Research in Scientific Communication
The Dissemination of Scientific Information, Informal Interaction, and the Impact of Information Associated with the 48th Annual Meeting of the American Geophysical Union, Center for Research in Scientific Information Report No. 5, Baltimore: October 1967, pp. 251-292. 06585
- Johns Hopkins University, Center for Research in Scientific Communication
The Dissemination of Scientific Information, Informal Interaction, and the Impact of Information Received from two Meetings of the Optical Society of America, Baltimore: Center for Research in Scientific Communication, Report No. 3, September 1967, pp. 147-208. 06586
- Johns Hopkins University, Center for Research in Scientific Communication
Scientific Information-Exchange Behavior at the 1966 Annual Meeting of the American Sociological Association, Baltimore: Center for Research in Scientific Communication, Report No. 4, September 1967, pp. 209-250. 06506
- Johns Hopkins University, Center for Research in Scientific Communication
A Study of Scientific Information Exchange at the 63rd Annual Meeting of the Association of American Geographers, Baltimore: Center for Research in Scientific Communication, Report No. 7, November 1967, pp. 341-377. 06583
- Johns Hopkins University, Center for Research in Scientific Communication
A Study of Scientific Information Exchange at the Ninety-Sixth Annual Meeting of the American Institute of Mining, Metallurgical, and Petroleum Engineers, Baltimore: Center For Research in Scientific Communication, Report No. 2, August 1967, pp. 67-140. 06587
- Johnson, D. E. and Wilkening, E. A.
Five Years of Farm and Home Development in Wisconsin, Research Bulletin, 228, Madison: Agricultural Experiment Station and Cooperative Extension Service, University of Wisconsin, 1961. 13426
- Johnson, Donald E. and Van Den Ban, Anne W.
"The Dynamics of Farm Practice Change," Paper presented to Midwest Sociological Society, Lincoln, Nebraska, 1959. 02719
- Johnson, D. G.
"Environment for Technological Change in Soviet Agriculture," American Economic Review: Papers and Proceedings, May 1966, Vol. 56, pp. 145-158. 00311
- Johnson, D. G.
"Improving Liaison Between Medical and Liberal Arts Colleges," Journal of Medical Education, 1957, Vol. 32, No. 3, pp. 767-771. 03131
- Johnson, Donald W.
The Dynamics of Educational Change, Sacramento: California State Department of Education, Sept. 1963, Vol. 32, No. 3, pp. 181. 00623
- Johnson, D. W.
"Title III and the Dynamics of Educational Change in California Schools," Miles, Matthew B. (ed.), Case Studies, Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, New York, 1964. 01192 CA
- Johnson, E. R.
"The Professional Connection: Status and Prospects," Social Forces, 1961, Vol. 40, pp. 168-176. 03114 AA

- Johnson, Ellis A.
"Atlantic's Best Investment: Pooled Scientific Resources," Freedom and Union, March 1958, Vol. 13, pp. 16-18.
03325
- Johnson, F. Craig and Klare, George R.
"Feedback: Principles and Analogies," Journal of Communication, 1962, Vol. 12, No. 3, pp. 150-159.
02023
- Johnson, F. Craig and Klare, George R.
"General Models of Communication Research: A Survey of the Developments of a Decade," Journal of Communications, 1961, Vol. 11, pp. 13-26, 45.
02024
- Johnson, Irwin T.
An Exploration of School Board Decisions, Ph. D. Thesis, Stanford University, 1967, 118 pp.
06810
- Johnson, Kenneth G.
"Dimensions of Judgment of Science News Stories," Journalism Quarterly, Summer 1963, Vol. 40, No. 3, pp. 315-322.
03365
- Johnson, L. V.
"Children's Newspaper Reading," Elementary English, April 1963, Vol. 40, pp. 428-432, 444.
03716
- Johnson, M. C.
"The Computer as a Research Tool in Education," University of Michigan, 9 pp.
00310
- Johnson, Ronald J.
Goal Aspiration and Practice Adoption for Wisconsin Farm Operators, Ph.D. Thesis, Madison: University of Wisconsin, 1965.
02718
- Johnson, T. H.
"Basic Research in Industry," Bulletin of the American Ceramic Society, Jan. 15, 1959, Vol. 38, pp. 1-3.
02559
- Johnson, Wallard
"Social Science Research and Intergroup Relations Agencies," Journal of Human Relations, 1956 Vol. 5, No. 1, pp. 25-39.
00309
- Johnson, Chalmers
Revolutionary Change, Boston: Little, Brown, & Company, 1966. 191 pp.
06915
- Joint Commission on Mental Illness and Health
Action for Mental Health, New York: Basic Books, 1961, Vol. 38, 338 pp.
03134
- Jones, D. H.
"Training Industrial Executives in Reading: A Methodological Study," Journal of Applied Psychology, 1965, Vol. 49 No. 3, pp. 202-204.
02215 AA
- Jones, Edward E. and Gerard, Harold B.
Foundations of Social Psychology, New York: John Wiley and Sons, 1967, 743 pp.
06285
- Jones, Garth N.
"Planned Change: An Illustrative Case," National Institute of Public Administration Reporter, 1965, pp. 57-72.
02644
- Jones, Garth N.
"Strategies and Tactics of Planned Organizational Change: Case Examples in the Modernization Process of Traditional Societies," Human Organization, Fall 1965, Vol. 24, pp. 192-200.
01379
- Jones, Gwyn E.
Bulk Milk Handling: An Investigation into the Adoption of a New Dairy Technique in Lindsey, Loughborough, England: University of Nottingham School of Agriculture 1962A.
02717
- Jones Gwyn E.
The Differential Characteristics of Early and Late Adopters of Farming Innovations, Loughborough, England: University of Nottingham School of Agriculture Report, 1960A.
02716
- Jones, Gwyn E.
"The Diffusion of Agricultural Innovations," Paper presented at the Agricultural Economics Society, England, 1962B.
02715
- Jones, Gwyn E.
Factors Affecting the Adoption of New Farm Practices, with Particular Reference to Central Wales and the East Midlands of England, B. Litt. Thesis, Oxford University, 1960.
02714
- Jones, Gwyn E.
"Leadership Among Farmers," Paper presented at a conference on the Communication of Scientific and Technological Ideas in Farming Under the Auspices of the Agricultural Education Association, Seale Hayne Agricultural College, England, 1964.
02638

- Jones, Gwyn E.
 "Sources of Information and Advice Available to United Kingdom Farmers: Description and Appraisal," Sociologia Ruralis, 1963, Vol. 3, pp. 1-17.
 02713
- Jones, M.
 "Settings for Treatment and Training in Social Psychiatry," Mental Hospitals, 1962, Vol. 13, No. 12, pp. 646-650.
 03094
- Jones, Russell A. and Brehm, Jack W.
 "Attitudinal Effects of Communicator Attractiveness When One Chooses to Listen," Journal of Personality and Social Psychology, May 1967, Vol. 6, pp. 64-70.
 06051
- Jones, William O.
 "Manioc: An Example of Innovation in African Economics," Economic Development and Culture Change, 1957, Vol. 5, pp. 99-117.
 02637
- Jongeward, Ray E.
Improvement of Instruction in Washington Schools, Olympia, Washington: Superintendent of Public Instruction, 1962, 272 pp.
 00624
- Jordon, A.
 "Political Communication: The Third Dimension of Strategy," Orbis, Fall 1964, Vol. 8, pp. 670-685.
 02101
- Jordon, Nehemiah
 "International Relations and the Psychologist," Bulletin of the Atomic Scientists, Nov. 1963, Vol. 19, No. 9, pp. 29-32.
 02995
- Jorion, E.
 "Essai sociologique sur les relations de l'administration publique et de la science consideree en tant qu'enseignement et que recherche," Revue de l'Institut de Sociologie, Bruxelles, 1964, Vol. 4, pp. 679-712.
 01168
- Judd, C., Fromm, M. G., and Kinkade, R.
 "Attitudes of Basic Researchers in Biology," Technical Report 4, Washington, D.C.: American Institutes for Research, National Science Foundation, November, 1967.
 07121 CLS
- Judson, Arnold S.
Manager's Guide to the Introduction and Implementation of Changes, New York: John Wiley and Sons, Inc. 1966.
 03797
- Julian, J.
 "Compliance Patterns and Communication Blocks in Complex Organizations," American Sociological Review, June 1966, Vol. 31, pp. 382-389.
 00307
- Jumata, Hideya
An Inventory of Instructional Television Research, Ann Arbor, 1956.
 02022
- Jung, Charles
A Prevention Program for "In-Betweeners" -- Flint Elementary School Program for the Emotionally Handicapped, Flint, Michigan: Flint Schools' Experimental Program, 1962, 4 pp.
 00625
- Jung, Charles
The Problem of Change in Education, NTL, NEA, and COPED, January 1967, pp. 20.
 05192
- Jung, Charles
 "A Study of the Derivation Conference: A Collaborative Effort Between Social Researchers and Youth-Serving Practitioners to Derive and Use Implications from Research Findings to Meet Action Concerns," Project Proposal, Ann Arbor: Center for Research on Utilization of Scientific Knowledge, Institute for Social Research, 1966.
 06197
- Jung, Charles
 "The Trainer Change-Agent Role within A School System," paper presented at Tarrytown, New York: Seminar of the Cooperative Project for Educational Development, October 30, 1965.
 06563
- Jung, Charles
 "Two Kinds of Linkage for Research Utilization in Education," Paper Presented at the American Educational Research Association 1967 Annual Meeting, New York, February 16, 1967.
 06029 CLS
- Jung, Charles, Fox, Robert and Lippitt, Ronald
An Orientation and Strategy for Working on Problems of Change in School Systems, Prepared for the Cooperative Project for Educational Development, Ann Arbor: The Center for Research on Utilization of Scientific Knowledge, 1966.
 06562
- Jung, Charles and Lippitt, Ronald
Utilization of Scientific Knowledge for Change in Education, CRUSK, U. of Michigan, Ann Arbor.
 03922

Jung, Charles, Lippitt, Ronald, Fox, Robert and Chesler, Mark
Retrieving Social Science Knowledge for Secondary Curriculum Development, Lafayette, Indiana: Social Science Education Consortium, 1966, 86 pp.
 06564

Jung, Charles
 "An Educational Development Program Viewed in the Context of Research Utilization," Paper presented at the American Educational Research Association, Los Angeles, California, February, 1969.
 07117 CLS

Junghare, Y. N.
 "Factors Influencing the Adoption of Farm Practices," Indian Journal of Social Work, Vol. 23, pp. 291-296, 1962.
 02712

Junghare, Y. N. and Roy, Prodipto
 "The Relation of Health-Practice Innovations to Social Background Characteristics and Attitudes," Rural Sociology, December 1963, Vol. 28, No. 4, pp. 394-400.
 03372 SA

K

Kaempffert, W. B.
Invention and Society, Chicago: American Library Association, 1930, 37 pp.
 00306

Kagan, J.
 "The New Marriage: Pediatrics and Psychology," American Journal of Diseases of Children, 1965, Vol. 110, No. 3, pp. 272-278.
 03242

Kagan, M. and Kliger, P. I.
 "An Exploratory Study of Mental Health Workshops for Clergymen." Proceedings of the West Virginia Academy of Science, 1960, Vol. 32, pp. 201-224.
 03092

Kahn, Alfred J.
 "From Delinquency Treatment to Community Development," in Lazarsfeld, Paul R., Sewell, William H. and Wilensky, Harold L., (eds.), The Uses of Sociology, New York: Basic Books, 1967, pp. 477-505.

Kahn, Alfred J. and others
Neighborhood Information Centers: A Study and Some Proposals, New York: Columbia University, School of Social Work, 1966.
 00020

Kahn, R. and others
Organizational Stress: Studies in Role Conflict and Ambiguity, New York: John Wiley, 1964.
 03072

Kahn, Robert L., Mann, Floyd C., Seashore, Stanley E. (eds.)
 "Human Relations Research in Large Organizations: 2," Journal of Social Issues, 1956, Vol. 12, No. 2.
 05193

Kalangi, C. J.
An Analysis of Training Needs of Extension Agents in Urban and Farm Counties, Ph.D., Thesis, Columbus: Ohio State University, 1963, Abstr.: Dissertation Abstracts, 1963, Vol. 24, No. 4, p. 1311.
 03752

Kallen, Horace M.
 "Innovation" in Etzioni, Amitai and Etzioni, Eve (eds.), Social Change: Sources, Patterns and Consequences, New York: Basic Books, Inc., 1964, pp. 427-431.
 05194

Kalven, H., Jr.
 "Jury, the Law, and the Personal Injury Damages Award," University of Chicago Law School Record, 1958, Vol. 7, No. 2, p. 6.
 01289

Kalven, H., Jr.
 "Work of the Illinois Supreme Court Committees on Jury Instructions - the Elimination of Instructions," University of Chicago Law School Records, 1960, Vol. 9, No. 2, p. 21.
 00218

Kalven, H. Jr., Emerson, T. I., Haber, D. and Sharp, M. P.
 "Scopes Case: a 1960 View - A Commemorative Case," University of Chicago Law Review, Spring 1960, Vol. 25, p. 505.
 00339

Kalven, H. Jr. and Tyler, R. W.
 "Palo Alto Conference on Law and Behavioral Sciences," Journal of Legal Education, 1957, Vol. 9, p. 366.
 03004

Kamen, J. M.
 "Decision-Making by Users of Food Acceptance Data," Food Technology, 1962, Vol. 16, pp. 48-53.
 03113

- Kanenski, G. L.
"Some Personality Factors in Attitude toward Technological Change in a Medium Sized Insurance Company," Dissertation Abstracts, 1966, Vol. 26, No. 8, pp. 4797-4798.
03205
- Kanin, Eugene J.
"Value Conflicts in Catholic Device-Contraception Usage," Social Forces, 1957, Vol. 35, pp. 238-243.
01698
- Kanner, Joseph H., and Runyon, Richard P. and Desideracts, Otello
"Television in Army Training: Evaluation of Television in Army Basic Training," George Washington University Human RRO Technological Report, 1954, Vol. 10, No. 14, pp. 61.
00304
- Kaplan, B. A.
"Issues in Educating the Culturally Disadvantaged," Phi Delta Kappa, November 1963, Vol. 45, pp. 70-76.
05195
- Kaplan, Bert
"Dissemination of Primary Research Data in Psychology," American Psychologist, Feb. 1958, Vol. 13, No. 2, pp. 53-55.
02886
- Kaplan, Howard B. and Bloom, Samuel W.
"The Use of Sociological And Social-Psychological Concepts in Physiological Research: A Review of Selected Experimental Studies," Journal of Nervous and Mental Disease, 1960, Vol. 13, pp. 128-134.
06650
- Kaplan, I.
"Courts as Catalysts of Change: a Change Case," Southwestern Journal of Anthropology, Spring 1965, Vol. 21, pp. 79-96.
00831 CA
- Kaplan, N.
"The Role of the Research Administrator," Administrative Science Quarterly, June 1959, Vol. 4, pp. 20-42.
00303
- Kaplan, Norman
"The Norms of Citation Behavior: Prolegomena to the Footnote," American Documentation, July 1965, Vol. 16, No. 3.
05196 CLS
- Kappel, Frederick R.
"Business Needs Basic Research," Bell Telephone Magazine, Winter 1957 - 1958, Vol. 36, pp. 5-14.
03326
- Karlsson, George
Social Mechanisms, Glencoe, Illinois: Free Press, 1958.
00302
- Karpat, Kemal H.
"Social Effects of Farm Mechanization in Turkish Villages," Social Research, 1960, Vol. 27, pp. 83-103.
02636
- Karpman, B.
"On Reducing Tensions and Bridging Gaps between Psychiatry and the Law," Journal of Criminal Law, July - August 1957, Vol. 48, p. 164.
01663
- Kaser, Tom
"IDEA: Prescription for Change," Saturday Review, June 1966, pp. 68-69.
03905
- Kashikuma, Kohji
"A Demonstration Project in Public Health in a Rural Area," Japanese Sociological Review, August 1963, Vol. 14, No. 1, pp. 46-60.
02802
- Kaswan, J. W.
"Interpersonal Communication and Individual Effectiveness," Unpublished paper, University of California, Los Angeles, 1965, 25 pp. ditto.
00301
- Katona, George
The Powerful Consumer, New York: McGraw-Hill, 1960.
06652
- Katona, George
Psychological Analysis of Economic Behavior, New York: McGraw-Hill, 1951.
06651
- Katona, G.
"Repetitiousness and Variability of Consumer Behavior," Human Relations, 1959 Vol. 12, pp. 35-49.
03128
- Katz, D.
"The Functional Approach to the Study of Attitudes," Public Opinion Quarterly, 1960, Vol. 24, pp. 163-177.
06279
- Katz, D. and others
"Ego Defense and Attitude Change," Human Relations, 1956, Vol. 9, pp. 27-45.
06252

- Katz, Daniel
"Group Process and Social Integration: A System Analysis of Two Movements of Social Protest," Journal of Social Issues, Jan. 1967, pp. 3-
06812
- Katz, Daniel and Eldersveld, Samuel J.
"The Impact of Local Party Activity Upon the Electorate," Public Opinion Quarterly, 1961, Vol. 25, No. 1, pp. 1-24.
01910 AAM
- Katz, Daniel and Kahn, Robert
The Social Psychology of Organizations, New York: John Wiley and Sons, Inc., 1966.
06223
- Katz, D. and Stotland, E.
"A Preliminary Statement to A Theory of Attitude Structure and Change," in Koch, S. (ed.) Psychology: A Study of A Science, Vol. 3: Formulations of the Person and the Social Context, New York: McGraw-Hill, 1959, pp. 423-475.
06280
- Katz, D. et. al.
Productivity, Supervision and Moral in an Office Situation, Ann Arbor, Michigan: Institute for Social Research, 1950.
07176
- Katz, Elihu
"Communication Research and the Image of Society: Convergence of Two Traditions," American Journal of Sociology, March 1962, Vol. 65, pp. 435-440.
00300
- Katz, Elihu
"The Diffusion of New Ideas and Practices," Schramm, Wilbur (ed.), The Science of Human Communication, New York: Basic Books, 1963, 158 pp.
03415
- Katz, Elihu
"Interpersonal Relations and Mass Communications: Studies in the Flow of Influence," Dissertation Abstracts, 1956, Vol. 16, p. 2234.
01689
- Katz, Elihu
"Notes on the Unit of Adoption in Diffusion Research," Sociological Inquiry, Winter 1962, Vol. 32, No. 1 pp. 3-9.
01281 SA
- Katz, Elihu
"Review of Information, Decision and Action," American Journal of Sociology, 1959, Vol. 65, pp. 321-322.
01399
- Katz, Elihu
"The Social Itinerary of Technical Change: Two Studies on the Diffusion of Innovation," Human Organization, 1961, Vol. 20, pp. 70-82.
01398
- Katz, E.
"Trends in Contemporary Clinical Psychology," Bulletin of Hiram College, 1959, Vol. 51, No. 5, 8 pp.
01315
- Katz, Elihu
"The Two-Step Flow of Communication: an Up-to-Date Report on an Hypothesis," Public Opinion Quarterly, 1957, Vol. 21, pp. 61-78.
00295
- Katz, Elihu and others
Studies of Innovation and of Communication to the Public, Stanford, California: Stanford University for Communications Research, 1962, 286 pp.
00298
- Katz, Elihu, Blau, Peter M., Brown, Morton L. and Strodtbeck, F.
"Leadership Stability and Social Change: An Experiment with Small Groups," Sociometry, 1957, Vol. 20, pp. 36-50.
00296 CA
- Katz, Elihu, and Lazarsfeld, Paul F.
Personal Influence: The Part Played by People in the Flow of Mass Communications, Glencoe, Illinois: The Free Press, 1955, 400 pp.
00294
- Katz, Elihu and Lewin, Martin L.
"Traditions of Research on the Diffusion of Innovation," Paper presented at the American Sociological Association, Chicago, 1959.
02708
- Katz, Elihu, Lewin, Martin L. and Hamilton, H.
"Traditions of Research on the Diffusion of Innovation," American Sociological Review, April 1963, Vol. 28, No. 2, pp. 237-252.
00297
- Katz, Elihu and Menzel, Herbert
On the Flow of Scientific Information in the Medical Profession, New York: Columbia University Bureau of Applied Social Research, 1954.
02707
- Katz, E., Rogers, E. M., Havens, A. E. and others
"Innovation," Sociological Inquiry, Winter 1962, Vol. 32, pp. 3-135.
01002
- Katz, R. L.
"Skills of an Effective Administration," Harvard Business Review, 1955, Vol. 33, No. 1, pp. 33-42.
07186

- Kaufman, Harold F. and Bryant, Ellen M.
Characteristics of Farmers Following Recommended Practices, State College, Mississippi Agricultural Experiment Station Information Sheet 608, 1959.
02706
- Kaufman, I.
"The Role of the Psychiatric Consultant," American Journal of Orthopsychiatry, 1956, Vol. 26, pp. 223-233.
03947 CA
- Kauffman, Jos. F.
"A Report on the Peace Corps: Training for Overseas Service," Journal of Higher Education, Oct. 1962, Vol. 33, pp. 361-366.
02743
- Kavsen, C.
"Allocating Federal Support for Basic Research," Bulletin of the Atomic Scientists, January 1966, pp. 16-22.
00293
- Kazmier, Leonard J.
"The Psychologist as a Behavioral Scientist in the Business School," American Psychologist, 1962, Vol. 17, No. 5, pp. 253-254.
02813
- Kearl, Bryant
"Science Popularization in the Soviet Press," Journalism Quarterly, Summer 1963, Vol. 40, No. 3, pp. 329-331.
03366
- Kearsley, R. B.
"The Social Scientist and Pediatrics," American Journal of Diseases of Children, 1965, Vol. 110, No. 3, pp. 270-271.
03240
- Keating, R. F.
Preliminary Evaluation of the Effectiveness of Language Laboratories as Used in the Metro-School Study Council, New York: Institute of Administrative Research, Teachers College, Columbia University.
03058
- Keating, Raymond R.
A Study of the Effectiveness of Language Laboratories, New York: Institute of Administrative Research, Teachers College, Columbia University, 1963, 161 pp.
03733
- Kecskemeti, Paul
Utilization of Social Research in Shaping Policy Decisions, Santa Monica, California: Rand Corporation, Social Science Department, 1961.
02833
- Keesing, F. M.
Cultural Change, Stanford: Stanford University Press, 1952.
12838
- Keister, M. E.
"Planning for Home Economics Education in Africa," Journal of Home Economics, April 1965, Vol. 57, pp. 267-71.
05197
- Kegan, Daniel L.
"A Technology Transfer Flow Diagram," A Working paper, The Department of Industrial Engineering, and Management Sciences, Northwestern University, January 1966.
01582
- Kelley, C. A. and Davis, R. P. and Dietemann, J. O., et. al.
"LITE - Legal Information through Electronics," Air Forces JAG, Law Review, Nov.-Dec. 1966, Vol. 8, p. 5.
00292
- Kelley, Emily A.
"Four Scientific Information Centers in Europe," Special Libraries, February 1965, Vol. 56, pp. 103-106.
12283
- Kelley, J. Charles
"Juan Sabeata and Diffusion in Aboriginal Texas," American Anthropologist, Oct. 1955, Vol. 57, No. 5, pp. 981-995.
02915
- Kelley, George A.
"The Expert as Historical Actor," Daedalus, Summer 1963, Vol. 92, No. 3, pp. 529-548.
01297
- Kelly, H. H.
"Communication in Experimentally Created Hierarchies," Human Relations, 1951, Vol. 4, pp. 39-56.
07198
- Kelley, Isabel
"Suggestions for the Training of Village-Level Workers," Human Organization, Winter 1962-1963, Vol. 21, No. 4, pp. 241-245.
03361
- Kelman, H.
"Compliance, Identification, and Internalization: Three Processes of Attitude Change," Journal of Conflict Resolution, 1958, Vol. 2, pp. 51-60.
06259

- Kelman, H. C.
"The Induction of Action and Attitude Change,"
Proceedings of the Fourteenth International
Congress of Applied Psychology, 1961, pp. 81-
110.
06295
- Kelman, H. C.
"Processes of Opinion Change," Public Opinion
Quarterly, Spring 1961, Vol. 25, pp. 57-78.
01776
- Kelman, H.
"Training Analysis: Past, Present and Future,"
American Journal of Psychoanalysis, 1963, Vol.
23, No. 2, pp. 205-222.
02241
- Kelman, H. C. and Hovland, C. I.
"'Reinstatement' of the Communicator in Delay-
ed Measurement of Opinion Change," Journal of
Abnormal Social Psychology, 1953, Vol. 48,
pp. 327-335.
06282
- Kelter, J. W.
"Communication and Labor-Management Process:
Some Aspects and Hypotheses," Journal of Com-
munication, 1965, Vol. 15, No. 2, pp. 64-80.
02259
- Keltner, John W.
"Communication in Discussion and Group Pro-
cesses: Some Research Trends of the Decade
1950-1959, Part I," Journal of Communication,
1960, Vol. 10, pp. 195-204.
01951
- Keltner, John W.
"Communication in Discussion and Group Pro-
cesses: Some Research Trends of the Decade
1950-1959, Part II," Journal of Communication,
1961, Vol. 11, pp. 27-33.
10297
- Kendall, Patricia
"Evaluating an Experimental Program in Medical
Education," Miles, Matthew B. (ed.), Innova-
tion in Education, New York: Bureau of Publi-
cations, Teachers College, Columbia University
New York, 1964.
01195
- Keneally, H. J., Jr.
"Documentation of the Communication Process
in Program Activities," Adult Leadership,
May 1964, Vol. 13, pp. 2-4+.
03845
- Keniston, K.
"Accounting for Change," Comparative Studies
in Society and History, Jan. 1965, Vol. 7,
pp. 117-132.
00826
- Kenman, Paddy
"Evaluating Agricultural Advisory Work in
Ireland," Unpublished paper, Dublin, Ireland:
Department of Agriculture.
02649
- Kennedy, C.
"Industrial Bias in Innovation and the Theory
of Distribution," Economic Journal, Sept. 1964,
Vol. 74, pp. 541-547.
00814
- Kennedy, John L.
"A 'Transition-Model' Laboratory for Research
on Cultural Change," Human Organization, 1955,
Vol. 14, No. 3, pp. 16-18.
00290
- Kennedy, Rowland, B.
"Scientific Communication: Medicine's Space
Age Antique," Medical Times, September 1962,
Vol. 90, pp. 947-950.
00289 CA
- Kennel, W. E.
"What R & D Needs," Chemical Engineering Prog-
ress, Oct. 1965, Vol. 61, pp. 20-24.
02159
- Kenny, M.
"Social Values and Health in Spain: Some Pre-
liminary Considerations," Human Organization,
Winter 1962-1963, Vol. 21, pp. 280-285.
00793
- Kent, Allen
"Evaluation of Literature Searching Systems,"
in Sharp, Harold S. (ed.), Readings in Infor-
mation Retrieval, New York: Scarecrow Press,
1964, pp. 471-475.
06149
- Kent, Allen
"Problems in the Use of Electronic Data Proces-
sing for the Storage and Availability of Re-
search Data," in Dissemination and Implementa-
tion: Third Annual Phi Delta Kappa Symposium
on Educational Research, Bloomington, Ind.:
Phi Delta Kappa, Inc., 1962, pp. 1-47.
06084 AAM CLS
- Kent, Allen
"Space Technology Transfer at the University
of Pittsburgh," Research/Development, 1966,
Vol. 9, pp. 25-27.
06814
- Kent, Allen and Perry, James W.
Centralized Information Services: Opportuni-
ties and Problems, Center for Documentation
and Communication Research, Press of Western
Reserve University, 1958, Vol. 8, No. 1958-2,
156 pp.
03333

- Kantner, John F.
"Pakistan: The Medical Social Research Project at Lulliani," Studies in Family Planning, 1964, Vol. 4, pp. 5-10.
02647
- Kentucky State Department of Education
Educational Change in Kentucky Public Schools, Frankfort, Kentucky: Kentucky State Department of Education, 1964, 122 pp.
00626
- Kepner, C. H. and Tregoe, B. B.
"Developing Decision Makers," Harvard Business Review, 1960, Vol. 38, No. 5, pp. 115-124.
03110
- Keppel, Francis
The Necessary Revolution in American Education, New York: Harper and Row, 1966, 201 pp.
06431
- Karimou, Djangir A.
"Cybernetics and Soviet Jurisprudence," Law and Contemporary Problems, Winter 1963, Vol. 28, p. 71.
00288
- Kerr, Clark
The Uses of the University, Cambridge, Mass.: Harvard University Press, 1964.
07087
- Kessler, M. M.
Technical Information Flow Patterns, Lincoln Laboratories, 1961, Clearinghouse on Scientific and Technical Information AD 261-303.
02153
- Key, William H.
"Controlled Intervention: The Helping Professions and Directed Social Change," American Journal of Orthopsychiatry, 1966, Vol. 36, No. 3, pp. 400-409.
00286
- Keyfitz, Nathan
"Assessment of Teaching and Training Programs in the Universities of Latin America," Milbank Memorial Fund Quarterly, 1964, Vol. 42, No. 2, Pt. 2, pp. 236-255.
01263
- Khan, A. Majeed
Pilot Project in Family Planning, Comilla, East Pakistan: Pakistan Academy for Rural Development, 1963.
02654
- Kahn, A. Majeed
"Population Control: A Two-Year Rural Action Experience," Demography, 1964, Vol. 1, pp. 126-129.
02646
- Kahn, A. Majeed and Choldin, Harvey M.
"New 'Family Planners' in Rural East Pakistan," Demography, 1965, Vol. 2, pp. 1-7.
02655
- Kidd, Charles V.
"The Influence of Scientific and Technological Trends on Administration," Fulker, Edmund N. (ed.), The Influences of Social, Scientific, and Economic Trends on Government Administration, Washington, D.C.: Graduate School Press, U.S. Department of Agriculture, 1960, pp. 53-64.
01272
- Kidd, Charles V.
American Universities and Federal Research, Cambridge, Mass.: The Belknap Press of Harvard University Press, 1959.
07092
- Kidd, Charles V. and Price, Donn K.
"The Federal Government and University Research," Harris, Seymour and Deitch, K. and Levensohn, A. (eds.), Challenge and Change in American Education, Berkeley, California: McCutcheon Publishing Corporation, 1965.
00601 CA
- Kiesler, Charles A. and Kiesler, Sara B.
"Role of Forewarning in Persuasive Communications," Journal of Abnormal Social Psychology, 1964, Vol. 68, No. 5, pp. 547-549.
02999
- Kiger, J.
"Foundation Support of Educational Innovation by Learned Societies, Councils, and Institutes," Miles, Matthew B. (ed.) Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, 1964.
00846 CA
- Kilgore, Bernard
"The Challenge of Communication in Economics," Journalism Quarterly, Summer 1963, Supplement, pp. 431-435.
03387
- Kimball, Charles N.
"Some Opportunities and Obstacles in Transferring New Technology Among Various Sectors of the Economy," Conference on Space, Science and Urban Life, Washington, D.C.: National Aeronautics and Space Administration, Office of Scientific and Technical Information, 1963, pp. 73-82.
05198
- Kimball, William J.
The Relationship between Personal Values and the Adoption of Recommended Farm and Home Practices, Ph.D. Thesis, Chicago: University of Chicago, 1960.
02700

- Kimbrough, Ralph B.
 "Community Power Structure and Curriculum Change," Strategies for Curriculum Change, Washington, D. C.: Association for Supervision of Curriculum Development, 1965, pp. 55-71.
 00156 CA
- Kimbrough, Ralph B.
 "Community Power Systems and Strategies for Educational Change," paper presented to a Teachers College Seminar, Columbia University, July 1966, 30 pp.
 06815
- Kimbrough, Ralph B.
Political Power and Educational Decision-Making, Chicago: Rand McNally and Company, 1964, 307 pp.
 01830
- Kimbrough, Ralph B.
 "Power Structures and Educational Change," in Morphet, E. L. and Ryan, C. O., Planning and Effecting Needed Changes in Education, Englewood Cliffs, N.J.: Citation Press, 1967.
 06018 CA CLS
- Kindred, Leslie W. (ed.) and Fehr, George N. (asst.)
A Seminar on Communications Research Findings and Their Implications for School-Community Relations Programs, Cooperative Research Program of the Office of Education, 1965.
 06560
- King, B. T. and Janis, I. L.
 "Comparison of the Effectiveness of Improvised vs. Non-Improvised Role-Playing in Producing Opinion Changes," Human Relations, 1956, Vol. 9, No. 2, pp. 177-186.
 01761
- King, Charles W.
 "Fashion Adoption: A Rebuttal to the 'Trickle Down' Theory," Greyser, Stephen A. (ed.), Toward Scientific Marketing: Proceedings of the 1963 Winter Conference of the American Marketing Association, Chicago: American Marketing Association, 1964.
 02699
- King, Charles, W.
 "The Innovator in the Fashion Adoption Process," Mineo Paper, Lafayette, Indiana: Purdue University, School of Industrial Management, 1964.
 02698
- King, Martin Luther Jr.
 "The Role of the Behavioral Scientist in the Civil Rights Movement," American Psychologist, 1968, Vol. 23, No. 3, pp. 180-186.
 06527
- King, William A.
 "Communication Theory and the Allport Concept of Structure," Audio-Visual Communication Review, March-April 1961, Vol. 9, pp. 119-128.
 05199
- Kinkade, Robert and Bedorf, Erwin
 "The Need for an Interacting Request Receiver in an Information Clearinghouse," Technical Report 3, Washington, D.C.: American Institutes For Research, National Science Foundation, November, 1967.
 07120 CLS
- Kinkade, Robert; Bedorf, Erwin; and Van Cott, Harold
 "The Need for a Scientific Request Receiver and Processor in an Information Clearinghouse," Technical Report 2, Washington, D.C.: American Institutes for Research, National Science Foundation, November, 1967.
 07119 CLS
- Kinkade, Robert and Van Cott, Harold
 "The Use of an Information Clearinghouse by Biological Scientists," Technical Report 1, Washington, D.C.: American Institutes for Research, National Science Foundation, November, 1967.
 07118 CLS
- Kinniell, William T. and others
 "A Project for the Dissemination of Information on New Educational Media by Teacher Demonstration Teams," Abstract No. ED 003 794, Office of Education Research Reports 1956-65, Resumes, Washington, D.C.: Government Printing Office, 1967, pp. 112-113 (a).
 06653
- Kirk, P. L.
 "Interrelationship of Law and Science," Buffalo Law Review, Winter 1966, Vol. 13, p. 393.
 00285
- Kirk, Samuel A.
Early Education of the Mentally Retarded, Urbana: University of Illinois Press, 1958, 216 pp.
 03780
- Kirk, Samuel A.
Educating Exceptional Children, Boston: Houghton Mifflin Co., 1962, 415 pp.
 03779
- Kirkendall, Richard S.
Social Scientists and Farm Politics in the Age of Roosevelt, Columbia, Missouri Press, 1966, pp. 358.
 05200

- Kirscht, John P. and Knutson, Audie, L.
 "Science and Fluoridation: An Attitude Study,"
Journal of Social Issues, 1961, Vol. 17, No. 4, pp. 37-44.
 01769 CA
- Kirscht, John P. and Knutson, Audie L.
 "Fluoridation and the 'Threat' of Science,"
Journal of Health and Human Behavior, Summer 1963, Vol. 4, No. 2, pp. 129-134.
 02816 PA
- Kiser, Clyde Y. (ed.)
Research in Family Planning, Princeton, New Jersey: Princeton University Press, 1962, 662 pp.
 01918
- Kistiakowsky, G. B.
 "Allocating Support for Basic Research - and the Importance of Practical Application,"
Bulletin of the Atomic Scientists, February, 1966, pp. 12-18.
 00284 CA
- Kivlin, Joseph E.
Characteristics of Farm Practices Associated with Rate of Adoption, Ph.D. Thesis, University Park: Pennsylvania State University, 1960.
 02697
- Kivlin, Joseph E. and Fliegel, Frederick C.
 "Differential Perceptions of Innovations and Rate of Adoption," Paper presented at the Rural Sociological Society, Miami Beach, Florida, 1966.
 02696
- Kjeldergaard, Paul M.
 "Attitude Toward Newscasters as Measured by the Semantic Differential," Journal of Applied Psychology, Feb. 1961, Vol. 45, pp. 35-40.
 03781
- Klapper, Joseph T.
 "Mass Media and the Engineering of Consent,"
American Scholar, 1948, Vol. 17, pp. 419-429.
 11969
- Klapper, Joseph T.
The Effects of Mass Communication, Glencoe, Illinois: Free Press, 1960, 302 pp.
 13840
- Klapper, Joseph T.
 "The Social Effects of Mass Communication," in Schramm, W., (ed.) The Science of Human Communication, New York: Basic Books, 1963, 158 pp.
 06392 CA
- Klapper, Joseph T.
 "What We Know About the Effects of Mass Communication: The Brink of Hope," Public Opinion Quarterly, Winter 1957-1958, Vol. 21, pp. 453-474.
 03890
- Klausmeier, H. J.
 "Research and Development Center for Learning and Re-Education," School and Society, February 1965, Vol. 93, p. 106.
 05201
- Klausmeier, H. J. and Goodwin, W. L. and Prash, J. and Goodson, M.
 "Project Models: Maximizing Opportunities for Development and Experimentation in Learning in the Schools," Occasional paper No. 3, Research and Development Center for Learning and Re-Education, University of Wisconsin, 1966, 29 pp.
 03701
- Klein, Donald C. (Chairman)
Approaches to Research Utilization in Community Psychology: A Symposium, Washington, D.C.: American Psychological Association, 1967.
 06321
- Klein, D.C.
 "The Community and Mental Health: An Attempt at a Conceptual Framework," Community Mental Health Journal, 1965, Vol. 1, No. 4, pp. 301-308.
 03247
- Klein, Donald C.
 "Sensitivity Training and Community Development," in Schein, E. and Bennis, W., (eds.) Personal and Organizational Change through Group Methods, New York: John Wiley, 1965, pp. 184-200.
 06076 CA
- Klein, Donald C.
 "Some Notes on the Dynamics of Resistance," Concepts for Social Change, Baltimore, Maryland: Moran Printing Service, Published by N.T.L., NEA for COPEd, March 1967, pp. 26-36.
 03691 CA
- Klietsch, Ronald
Decision - Making in Dairy Farming: A Sociological Analysis, Ph.D. Thesis, Minneapolis: University of Minnesota, 1961.
 02643
- Kline, C. E.
 "Leader Behavior, Curricular Implementation and Curricular Change," Paper presented at American Educational Research Association, Chicago: Purdue University, 1966, 14 pp.
 03702

- Kline, M. V. and Cumings, R.
 "A Study of the Learning Characteristics of Public Health Nurses in Relation to Mental Health Education and Consultation III, Comparative Study of Some Aspects of Personality and Learning Skill in Relation to In-Service Educational Performance," Journal of Social Psychology, 1955, Vol. 42, pp. 43-60.
 03970
- Klink, Thomas W.
 "Mental Health Resources in Churches," Bulletin of the Menninger Clinic, 1956, Vol. 20, pp. 70-75.
 03688
- Klohr, Paul R.
 "Looking Ahead in a Climate of Change," Role of Supervisor and Curriculum Director in a Climate of Change, Washington, D.C.: Association for Supervision and Curriculum Development, 1965 Yearbook Committee, 1965, pp. 144-163.
 05202
- Klonglan, Gerald E.
 "Message Sharpening in a Multistep Communication Situation," M.S. Thesis, Ames, Iowa State University, 1962.
 02694
- Klonglan, Gerald Edward
Role of a Free Sample Offer in the Adoption of a Technological Innovation, Ph.D. Thesis, Ames: Iowa State University, 1963.
 02661
- Klonglan, Gerald E. and others
Family Adoption of Public Fallout Shelters: A Study of Des Moines, Iowa, Ames: Iowa State University, Rural Sociology Report, 30, 1964.
 02695
- Klonglan, Gerald E. and Others
 "Message Sharpening in a Multi-Step Communication Situation," Paper presented at the Rural Sociological Society, Northridge, California, 1963.
 02885
- Klonglan, Gerald E. and Others
 "The Role of a Free Sample in the Adoption Process," Paper presented at the Midwest Sociological Society, St. Louis, Missouri, 1960.
 02662
- Klopf, Gordon J. and Laster, Israel A. (eds.)
Integrating the Urban School, New York: Bureau of Publications, Teachers College, Columbia University, 1963, 126 pp.
 03860
- Klopper, W. G.
The Psychological Report: Uses and Communication of Psychological Findings, New York: Grune and Stratton, 1960, 146 pp.
 03145
- Knight, Octavia B.
 "A Study of Professional Preparation of Negro Teachers of Exceptional Children in North Carolina County and City Public Schools," Journal of Educational Research, Jan. 1965, Vol. 58, pp. 195-199.
 03520
- Knoerr, Alvin W.
 "The Role of Literature in the Diffusion of Technological Change," Special Librarians, May-June, 1963, Vol. 54, pp. 271-275.
 02289 CA
- Knorr, Klaus
 "On the Cost-Effectiveness Approach to Military Research and Development," Bulletin of the Atomic Scientists, Nov. 1966, pp. 11-14.
 02583
- "Knowledge, Information and Innovation in the Soviet Economy," American Economic Review, Papers and Proceedings, May 1966, Vol. 56, pp. 118-158.
 06507
- Knowles, Malcolm S.
 "Adult Education," in Rossi, P. and Biddle, B. (eds.), The New Media and Education: Their Impact on Society, Chicago: Aldine Pub. Co., 1966, pp. 301-322.
 06143 CLS
- Knox, A. B.
 "Research and the Adult Educator," Adult Leadership, May 1965, Vol. 14, pp. 13-14.
 05203
- Knox, W. T.
 "Effective Uses of Information," Science, April 21, 1961, Vol. 133, pp. 1274-1275.
 02784
- Knutson, A. L., Shimberg, B., and Derryberry, M.
Pretesting and Evaluating Health Education, Washington, D.C.: U.S.P.H.S., Public Service Monograph No. 8, 1952.
 05204
- Kochen, Manfred (ed.)
The Growth of Knowledge: Readings on Organization and Retrieval of Information, New York: John Wiley and Sons, 1967, 394 pp.
 06242 CLS

- Kochen, M.
"On Natural Information Systems: Pragmatic Aspects of Information Retrieval," Methods of Information in Medicine, Oct. 1963, Vol. 2, pp. 143-147.
00281
- Koepke, John C.
"Implications of the Copyright Law on the Dissemination of Scientific and Technical Information," Special Libraries, Nov. 1963, Vol. 54, pp. 553-556.
02334
- Kofmehl, K.
"The Committee on Science and Public Policy of the National Academy of Sciences -- Congress, and Scientific Advice," Journal of Politics, Feb. 1966, Vol. 28, No. 1, pp. 100-120.
01150
- Kogan, Leonard and Junt, J. McVicker and Bartelme, Phyllis F.
A Follow-Up Study of the Results of Social Casework, New York: Family Service Association of America, 1953.
03821
- Kogan, L. S.
"Utilization of Social Work Research," Social Casework, Dec. 1963, Vol. 44, pp. 569-574.
00785
- Kohl, John W.
Adoption Stages and Perceptions of Characteristics of Educational Innovations, Ed.D. Thesis, Eugene: University of Oregon, 1966.
06433
- Kohrer, Wayne C.
"On Clienteles of the Agricultural Extension Service," Rural Sociology, Sept.-Dec. 1955, Vol. 20, No. 3, 4, pp. 299-303.
02912
- Kolaja, Jiri
"Two Processes: A New Framework for the Theory of Participation in Decision Making," Behavioral Science, 1968, Vol. 13, No. 1, pp. 66-70.
06816
- Kollmorgen, Walter M.
The German-Swiss in Franklin County, Tennessee: A Study of the Significance of Cultural Considerations in Farming Enterprises, Washington, D.C.: U.S.D.A. B.A.E. Mimeo Bulletin, 1941.
02642
- Konopka, G.
"Social Group Work Method: its Use in the Correctional Field," Federal Probation, March 1956, Vol. 20, p. 25.
02903
- Korchin, Sheldon J. and Clarke, Kenneth S.
"An Evaluation of a Physician Education Program of the Chicago Heart Association," Chicago Heart Association, July 1959, pp. 28, 58.
00748
- Korn, H. L.
"Law, Fact, and Science in the Courts," Columbia Law Review, June 1966, Vol. 66, p. 080.
01770
- Kornhauser, William
"Strains and Accommodations in Industrial Research Organizations in the United States," Minerva, Autumn 1962, Vol. 1, No. 1, pp. 30-42.
02821
- Kornhauser, William and Hagstrom, Warren O.
Scientists in Industry: Conflict and Accommodation, Berkeley and Los Angeles: University of California Press, 1962, 230 pp.
02953 CA
- Kort, Fred
"Quantitative Analysis of Fact-Patterns in Cases and their Impact on Judicial Decisions," Harvard Law Review, June 1966, Vol. 79, p. 1595.
00278
- Kort, Fred
"A Review of: Glendon Schubert, Quantitative Analysis of Judicial Behavior," Modern Uses of Logic in Law, Dec. 1960, Vol. 60, pp. 143-146.
00277
- Kotani, M.
"Communication among Japanese Scientists Domestically and with their Counterparts Abroad," American Documentation, July 1962, Vol. 13, pp. 320-327.
02759
- Kotler, P.
"Toward an Explicit Model for Media Selection," Journal of Advertising Research, 1964, Vol. 4, No. 1, pp. 34-41.
02224 PA
- Koya, Yoshio
"Lessons from Contraceptive Failure," Population Studies, 1962, Vol. 16, pp. 4-11.
02692
- Koya, Yoshio and others
"Five Year Experiment on Family Planning among Coal Miners in Joban, Japan," Population Studies, Nov. 1959, Vol. 13, pp. 157-163.
00939

- Koya, Yoshio, Kubo, H., Yuasa, S. and Ogino, H.
"Seven Years of a Family Planning Program in Three Typical Japanese Villages," Millbank Memorial Fund Quarterly, October 1958, Vol. 36, pp. 363-372.
01643
- Kraft, J. A. and Vanderplas, J. M.
"Human Factors Research in the Aircraft Industry," American Psychologist, 1957, Vol. 12, pp. 577-579.
03185
- Krahmer, Edward
"Teachers' Lack of Familiarity with Research Techniques as a Problem for Effective Research Dissemination," Paper presented at the American Educational Research Association Meeting, New York, Feb. 17, 1967.
03044 CLS
- Kramer, R.
"Some Observations on Law and Interdisciplinary Research," Duke Law Journal, Fall 1959, Vol. 1959, p. 503.
00358
- Kraus, Sidney (ed.)
The Great Debates, Bloomington: Indiana University Press, 1962, 439 pp.
03734
- Kraus, Sidney and Others
"Fear-Threat Appeals in Mass Communication: An Apparent Contradiction," Speech Monographs, 1966, Vol. 33, pp. 23-29.
02651
- Kraus, Sidney, Mehling, Reuben and El-Assal, Elaine
"Mass Media and the Fallout Controversy," Public Opinion Quarterly, Summer 1963, Vol. 27, No. 2, pp. 191-205.
02954 SA
- Kraut, Allen I.
"Behavioral Science in Modern Industry," Personnel Administration, 1967, Vol. 30, No. 3, pp. 32-37.
06336
- Krech, D., Crutchfield, R. S., and Bachey, E. L.
Individual in Society, New York: McGraw-Hill Book Co., Inc., 1962.
07130
- Kreitlow, B. W.
Relating Adult Education to Other Disciplines, University of Wisconsin, U.S. Department of Health, Education and Welfare, Office of Education, Cooperative Research Project, No. E-012, Madison: 1964.
03857
- Kreitlow, B. W.
"Which of Four Media Communicated Research Results Most Effectively?" Long-Term Study of Educational Effectiveness of Newly Formed Centralized School Districts in Rural Areas, Health, Education and Welfare, Office of Education, Cooperative Research Project, No. 373, Madison: University of Wisconsin, 1962.
03758
- Kreitlow, Burton W. and Duncan, James A.
The Acceptance of Educational Programs in Rural Wisconsin, Madison: Wisconsin Agricultural Experiment Station Bulletin 525, 1956.
02681
- Kreitlow, B. W. and Edwards, W. P.
"Effectiveness of Lecture, Bulletin, and Film in Adult Settings," Adult Education, Spring 1962, Vol. 12, pp. 142-152.
03868
- Kriesberg, Martin (ed.)
Public Administration in Developing Countries, Washington, D.C.: The Brookings Institution, 1963.
02620
- Krim, Murray
"Psychologists and Public Information," American Psychologist, Vol. 17, No. 10, pp. 712-714.
02815
- Krishnamoorthy, P. V.
"Broadcasts for Rural Audiences in India," Rural Broadcaster, September 1962, pp. 11-12.
11882
- Kroeber, A. L.
"Diffusionism," Etzioni, Amitai, and Etzioni, Eve (eds.), Social Change: Sources, Patterns, and Consequences, New York: Basic Books, Inc. 1964, pp. 142-146.
05205
- Krueger, L. E. and Ramond, C. K.
"References," in Mayer, M., The Intelligent Man's Guide to Sales Measures of Advertising, New York: Advertising Research Foundation, 1965, pp. 29-71.
07024
- Krug, Larry L.
"Content of a Farm Magazine Related to Farmer Adoption of Selected Practices," M.S. Thesis, Madison: University of Wisconsin, 1961.
02680
- Krugman, H. E.
"The Impact of Television Advertising: Learning Without Involvement," Public Opinion Quarterly, 1965, Vol. 29, No. 3, pp. 349-356.
03232 CLS

Krugman, Herbert E.
"The Measurement of Resistance to Propaganda,"
Human Relations, 1955, Vol. 8, No. 2, pp. 175-
 184.
 01209

Krugman, Herbert E.
"What Kind of Managers will Scientists Make?"
Management Review, May 1958, Vol. 47, pp. 22-
 28.
 03163 CA

Krugman, Herbert E. and Edgerton, Harold A.
"Profile of a Scientist-Manager," Personnel,
 Sept./Oct. 1959, Vol. 36, pp. 38-49.
 02573

Kuenstler, Peter
"Administration in Community Development,"
 in Ponsioen, J. A. (ed.), Social Welfare
Policy II, The Hague: Mouton and Co., 1963,
 pp. 134-145.
 06046 CA

Kuhn, Alfred
The Study of Society: A Unified Approach,
 Homewood, Ill.: Richard D. Irwin, 1963, 810
 pp.
 06434

Kuhn, T. S.
The Structure of Scientific Revolutions,
 Chicago: University of Chicago Press, 1962,
 pp. 172.
 00273

Kunstadter, Peter
Culture Change, Social Structure, and Health
Behavior: A Quantitative Study of Clinic Use
Among the Apaches of the Mescalero Reserva-
tion, Ph.D. Thesis, Ann Arbor: University of
 Michigan, 1961.
 02693

Kurland, N.
"The Effect of Planned Change in State Depart-
ments," Theory into Practice, February 1966,
 Vol. 5, pp. 51-53.
 03447 CA

Kuper, H. and Kuper L. (eds.)
African Law: Adaptation and Development,
 Berkeley: University of California Press,
 1965, pp. 275.
 02805

Kuroda, Y.
"Newspaper Reading and Political Behavior in
a Japanese Community," Journal of Communica-
tions, 1965, Vol. 15, No. 3, pp. 171-181.
 00272

Kursh, Bernard and Siegman, Jack
"Functions of Ignorance in Introducing Auto-
mation," Social Problems, Fall 1964, Vol. 12,
 No. 2, pp. 141-150.
 01271

Kushner, G., Givson, M., Gulick, J. and Others
What Accounts for Sociocultural Change? A
Propositional Inventory, Chapel Hill, North
 Carolina: Institute for Research in Social
 Science, University of North Carolina, 1962.
 02865

Kuswaha, B. S.
"Effectiveness of the Result Demonstration in
the Adoption of the Improved Farm Practices,"
 M.S. Thesis, Gwalior, India: College of Agri-
 culture, 1963.
 02679

Kyle, B.
"Some Further Considerations on the Applica-
tions to Social Science Material of Up-to-
Date Methods of Bibliographical Control and
Information Retrieval," Journal of Documenta-
tion, Dec. 1958, Vol. 14, pp. 190-196.
 03030

L

Lachmann, Karl E.
"Role of International Business in the Trans-
fer of Technology to Developing Countries: A
Panel," American Society of International Law
Proceedings, April 1966, Vol. 60, pp. 31-39.
 00351 CA

Lahalle, Dominique and Lowit-Fratelline, Nicole
"Worker Attitudes to Technical Progress and
Productivity," Cahiers d'Etude de l'Automation
et des Societes Industrielles.
 03388

Lajar, J.
"Human Sciences and Legal Institutional Devel-
opment: Role and Reference Group Concepts Re-
lated to the Development of the National Rail-
road Adjustment Board," Notre Dame Lawyer,
 May 1956, Vol. 31, p. 414.
 05194

Lamson, Robert W.
"The Present Strains Between Science and Gov-
ernment," Social Forces, May 1955, Vol. 33,
 No. 4, pp. 360-367.
 01221

Lamson, W. C.
"Integrating Mental Health Services into the
Community Health and Welfare Program," Journal
of Psychiatric Social Work, 1955, Vol. 24,
 pp. 244-249.
 03967

Lancaster, Paul
"Handle With Care: Scientists in Industry often
Baffle the Bosses," Wall Street Journal, April
 16, 1959, Vol. 153, p. 1+.
 03334

- Landesberger, H.
"The Horizontal Dimension in a Bureaucracy," Administrative Science Quarterly, 1961, Vol. 6, pp. 298-332.
06704
- Landon, James A.
"Attitudes Toward Commercial and Educational Television," Journal of Advertising Research, Sept. 1962, Vol. 2, No. 3, pp. 33-36.
03435
- Landy, Edward
"Implementing Change in Programs of Pupil Personnel Services," Guidance in American Education II: Current Issues and Suggested Action, Cambridge, Massachusetts: Harvard University Press, 1965, pp. 303-313.
02733
- Landy, Edward and Kroll, Arthur, (eds.)
Guidance in American Education II: Current Issues and Suggested Action, Harvard Graduate School of Education, Harvard University Press, 1965.
03737
- Lane, Jonathan Page
"Smokers' Reactions to a Television Program About Lung Cancer: A Study of Dissonance," Dissertation Abstracts, 1961, Vol. 21, p. 2812-2813.
00333 DA
- Lane, M., Jr.
"Force for Law Improvement: The Defense Research Institute," New York State Bar Journal, Aug. 1956, Vol. 38, p. 346.
0383
- Lane, R. E. and Sears, D. O.
Public Opinion, Englewood Cliffs, New Jersey: Prentice-Hall, 1964.
05196
- Larg, Kurt
"Areas of Radio Preference: A Preliminary Inquiry," Journal of Applied Psychology, 1957, Vol. 41, pp. 7-14.
00381
- Lanier, Vincent
The Uses of Newer Media in Art Education Project, National Art Assignment, Washington, D.C.: August 1966.
05197
- Lantis, Margaret
"Eskimo Herdsmen: Introduction of Reindeer Herding to the Natives of Alaska," Spicer, Edward H. (ed.), Human Problems in Technological Change, New York: Russel Sage Foundation, 1952.
02678
- Lanzetta, John T.
"Innovation in Organization," Hill, Walter A. and Egan, Douglas, (eds.), Readings in Organizational Theory: A Behavioral Approach, Boston: Allyn and Bacon, Inc., 1966, pp. 495-496.
00656
- LaPiere, Richard T.
"Adoption and the Adopter," in LaPiere, R. T. Social Change, New York: McGraw-Hill, 1965, pp. 174-212.
06405
- LaPiere, R. T.
"Attitudes vs. Actions," Social Forces, 1934, 13:230-237.
-06300
- LaPiere, R.
Social Change, New York: McGraw-Hill, 1965.
00379
- LaPorte, Todd R.
"Conditions of Strain and Accommodation in Industrial Research Organizations," Administrative Science Quarterly, June 1965, Vol. 10, No. 1, pp. 21-38.
01164 CA
- Lapp, Charles J.
"An Empirical Study of Some Relationships Between Technological Innovations and Organizational Characteristics in Eight Railroads," A Master's Thesis, August 1966.
00932
- Lardner, G. E. A.
"Science and Technology in Africa," Bulletin of the Atomic Scientists, June 1967, pp. 37-39.
06095 CLS
- Larsen, Otto
"Innovators and Early Adopters of TV," Sociological Inquiry, 1962, Vol. 32, No. 1, pp. 16-34.
01708
- Larsen, Otto Nyholm
"The Mechanics and Effects of Direct and Socially Mediated Channels of Contact in Message Diffusion," Dissertation Abstracts, 1956, Vol. 16, pp. 593-594.
00378 DA
- Larsen, Otto N. and Defleur, Melvin L.
"The Comparative Role of Children and Adults in Propaganda Diffusion," American Sociological Review, 1954, Vol. 19, pp. 593-602.
02676

- Larsen, Otto N. and DeFleur, Melvin L.
"Validity and Reliability in Measurements of Message Diffusion," Research Study, State College of Washington, 1955, Vol. 23, pp. 110-120.
00377
- Larsen, Otto N. and Hill, Richard J.
"Mass Media and Interpersonal Communication in the Diffusion of a News Event," American Sociological Review, 1954, Vol. 19, pp. 426-433.
02675
- Larsen, Otto N. and Hill, Richard J.
"Social Structure and Interpersonal Communication," American Journal of Sociology, 1958, Vol. 63, pp. 497-505.
02674 CA
- Laska, John A.
"The Stages of Educational Development," Comparative Education Review, Dec. 1964, Vol. 8, pp. 251-263.
01596 CA
- Lasswell, Harold
"The Policy Sciences of Development," World Politics, Vol. 17, No. 65, pp. 286-310.
01147
- Lasswell, Harold D. and Holmberg, Allan R.
"Toward a General Theory of Directed Value Accumulation and Institutional Development," Comparative Theories of Social Change, Ann Arbor, Michigan: Foundation for Research on Human Behavior, 1966, pp. 12-58.
06058
- Lasswell, Harold D. and others
"Law and the Mentally Ill: A Symposium," Ohio State Law Journal, Winter 1960, Vol. 21, p. 14.
02446
- Lasswell, Harold D. and Freedman, L. S.
"The Common Frontiers of Psychiatry and Law," American Journal of Psychiatry, December 1960, Vol. 117, pp. 490-498.
00886
- Laucht, Jerome, and Alcock, Norman Z.
"The Support of Peace Research," Journal of Conflict Resolution, 1966, Vol. 10, pp. 198-208.
00374
- Lave, Lester B.
Technological Change: Its Conception and Measurement, Englewood Cliffs, New Jersey: Prentice-Hall, Inc. 1966.
03822
- Lavell, Martha and Clark, Dennis
"Curiosity is not Enough: A Report of Work with a Leadership Training Kit," Journal of Intergroup Relations, 1962, Vol. 3, No. 4, pp. 360-363.
01277 SA
- Lavery, U. A.
"Scientific Method in the Law: Its Uses and Limitations," Federal Rules Decisions, Nov. 1955, Vol. 18, p. 123.
02941
- "Law and Social Science: A Symposium," Villanova Law Review, Winter, 1959-1960, Vol. 5, p. 247.
02441
- Lawlor, Monica
"An Investigation Concerned with Changes of Preference Which are Observed After Group Discussion," Journal of Social Psychology, 1955, Vol. 42, pp. 323-332.
00373 PA
- Lawrence, Paul R.
The Changing of Organizational Behavior Patterns: A Case Study of Decentralization, Boston: Harvard University, Graduate School of Business Administration, Division of Research, 1958, 237 pp.
02618 AA
- Lawrence, Paul R.
"How to Deal with Resistance to Change," Harvard Business Review, 1969, Vol. 47, No 1, pp. 4-12.
02832 CA
- Lawrence, Paul R.
"Organizing for Innovation: Success Demands New Departures in Products, Processes, Markets and Services," Harvard Business School Bulletin, May - June 1964, Vol. 40, pp. 7-11.
02332
- Layton, D.
"Diction and Dictionaries in the Diffusion of Scientific Knowledge: An Aspect of the History of the Popularization of Science in Great Britain," British Journal for the History of Science, June 1965, Vol. 2, pp. 221-234.
00372
- Lazarsfeld, Paul F.
"The Social Sciences and Educational Administration," in Downey, Lawrence W. and Enns, Frederick, (eds.) The Social Sciences and Educational Administration, Edmonton: Division of Educational Administration, University of Alberta, 1963.
06655

- Lazarsfeld, Paul F.
 "Why is so Little Known About the Effects of Television on Children and What Can Be Done," Public Opinion Quarterly, 1955, Vol. 19, pp. 243-251.
 00371
- Lazarsfeld, Paul F. and others
The People's Choice, New York: Duell, Biloan, and Pearce, 1944.
 -06182
- Lazarsfeld, Paul and Menzel, Herbert
 "Mass Media and Personal Influence," Schramm, Wilbur (ed.), Science of Human Communication, New York, Basic Books, 1963, pp. 188.
 03434
- Lazarsfeld, Paul F. and Merton, Robert K.
 "Mass Communication, Popular Taste, and Organized Social Action," Schramm, Wilbur (ed.), Mass Communications, pp. 492-512.
 02019
- Lazarsfeld, P. F., Sewell, W. H., and Wilensky, H. L. (eds.)
The Uses of Sociology, New York: Basic Books, Inc., 1967.
 07207
- Lazarsfeld, Paul F. and Sieber, Sam
Organizing Educational Research: An Exploration, Englewood Cliffs, New Jersey: Prentice-Hall, 1964.
 03013
- Lazer, W. and Bell, W. E.
 "Communications process and Innovation," Journal of Advertising Research, Sept. 1966, Vol. 6, pp. 2-7.
 00370
- Leavell, Hugh R.
 "Contributions of the Social Sciences to the Solution of Health Problems," New England Journal of Medicine, 1952, Vol. 247, pp. 885-897.
 06656
- Leavitt, Harold J. and Whisler, Thomas L.
 "Management in the 1980's," Harvard Business Review, Nov.-Dec. 1958, Vol. 36, pp. 41-48.
 03331
- Leavitt, H.
 "Applied Organizational Change in Industry," in March (ed.), Handbook of Organizations, Chicago: Rand McNally, 1965, pp. 1141-1170.
 06705
- Leavitt, H.
 "Effects of Certain Communication Patterns on Group Performance," Journal of Abnormal Social Psychology, 1951, Vol. 46, pp. 38-40.
 06706
- Leavitt, H. and Mueller, R.
 "Some Effects of Feedback on Communication," Human Relations, 1951, Vol. 4, pp. 401-410.
 06707
- Lecompte, K.
 "Organizational Structures in Transition," in Rubenstein and Haberstroh, (eds.), Some Theories of Organizations, New York: Holt, Rinehart and Winston, 1958, pp. 309-324.
 06708
- Lederberg, Joshua
 "Some Problems of Instant Medicine," Saturday Review, May 6, 1967, pp. 66-70.
 05198
- Lee, Irving J. and Lee, Laura, L.
Handling Barriers in Communication, New York: Harper, 1957, 209 pp.
 03316 CA
- Leeds, Ruth and Smith, Thomasina, (eds.)
Using Social Science Knowledge in Business and Industry, Homewood, Illinois: Richard D. Irwin, Inc., 1963.
 01911
- Leeper, Robert R. (ed.)
Curriculum Change: Direction and Process, Washington, D.C.: Association for Supervision and Curriculum Development, 1966, pp. 68.
 00606
- Leeper, Robert R. (ed.)
The Role of Supervisor and Curriculum Director in a Climate of Change, 1965 Yearbook, Association for Supervision and Curriculum Development, Washington, D.C.: Association for Supervision and Curriculum Development, NEA, 1965, 170 pp.
 03105
- Leeper, Robert R. (ed.)
Strategy for Curriculum Change, Washington, D.C.: Association for Supervision and Curriculum Development, 1965, pp. 75.
 01047
- LeFevre, Carol
 "Teacher Characteristics and Careers," Chap. V in Review of Educational Research, Oct. 1967, Vol. XXXVII, No. 4, pp. 433-447.
 06817
- "Legal Research - Computer Retrieval of Statutory Law and Decisinal Law," Vanderbilt Law Review, June 1966, Vol. 19, p. 905.
 00369
- Lehmann, Charles F.
 "The Physical Planet," Rossi, P. and Biddle, B. (eds.) The New Media and Education: Their Impact on Society, Chicago: Aldine Publishing Company, 1966, pp. 243-257.
 06141 CLS

- Leidy, T. R. and others
 "The Influence of Network Television on the Knowledge and Expressed Attitudes of Public High Students: An Analysis of CBS-TV National Citizenship Test," Purdue Opinion Panel Poll Report, 1965, Vol. 25, No. 2, pp. 19.
 00368
- Leighton, Alexander H.
Human Relations in a Changing World: Observations on the Use of the Social Sciences, New York: E. P. Dutton and Company, Incorporated, 1949.
 03823
- Leiserson, Avery
 "Scientists and the Policy Process," American Political Science Review, June 1965, Vol. 59, No. 2, pp. 408-416.
 01146 CA
- Leitti, W. E.
 "The Role of Research in the Clinical Program for the Individual with Cerebral Palsy," Cerebral Palsy Review, 1955, Vol. 16, No. 2, pp. 8-10.
 03969
- Leodas, C. J. and Walter, R.
 "A Model for Introducing Newly Developed Curricular Materials to Teachers in Urban Schools," Proposal to the Center for Research and Development on Educational Differences, Harvard Graduate School of Education, March 1965, pp. 6.
 00367
- Leon, Robert L.
 "Maladaptive Interaction Between Bureau of Indian Affairs Staff and Indian Clients," American Journal of Orthopsychiatry, 1963, Vol. 35, No. 4, pp. 723-728.
 02262 CA
- Lepawsky, Albert and Lepawsky, Rosalind
 "Enskilling People," Hambidge, Gove (ed.) Dynamics of Development: An International Development Reader, New York: Praeger, 1964, pp. 219-230.
 01202 CA CLS
- Lerner, Daniel
The Human Meaning of the Social Sciences, New York: Meridan Books, Incorporated, 1959.
 00366
- Lerner, Daniel
 "Enlightenment and Communication," Comparative Theories of Social Change, Ann Arbor, Michigan: Foundation for Research on Human Behavior, 1966, pp. 212-245.
 06063
- Lerner, Daniel
The Passing of Traditional Society: Modernizing the Middle East, Glencoe, Illinois: The Free Press of Glencoe, 1963.
 03148 CLS
- Lerner, Daniel
 "Toward a Communication Theory of Modernization," Pye, Lucian W. (ed.), Communications and Political Development Studies in Political Development, Princeton, New Jersey: Princeton University Press, 1963, pp. 381.
 03413
- Lerner, Daniel and Schramm, Wilbur (eds.)
Communication and Change in the Developing Countries, Honolulu: East-West Center Press, 1967, 333 pp.
 06436 & 07034 CLS
- Leshner, R. L. and Howick, G. J.
 Assessing Technology Transfer, Washington, D.C.: Scientific and Technical Information Division, Office of Technology and Utilization, NASA, 1966.
 07007
- Leton, D. A.
 "An Evaluation of Certain Methods of Teaching Mental Hygiene," Dissertation Abstracts, 1955, Vol. 15, pp. 1555.
 03966
- Letourneau, Marcel
 "Relationship of Culture Patterns to the Adoption of Recommended Farm Practices in the St. John Valley (Maine)," M.S. Thesis, Orono: University of Maine, 1963.
 02673
- Letwin, William
 "What's Wrong with Planning: The Case of India," Fortune, June 1963, Vol. 67, pp. 118-121 and 144-152.
 01040 CA
- Leuthold, Frank O.
Communication and Diffusion of Improved Farm Practices in Two Northern Saskatchewan Farm Communities, Saskatoon, Saskatchewan, Center for Community Studies Mimeo Report, 1965.
 02672
- Leuthold, Frank O.
 "Demonstrators and the Diffusion of Fertilizer Practices," M.S. Thesis, Columbus: Ohio State University, 1960.
 02660
- Leuthold, Franklin Oscar
Discontinuance of Improved Farm Innovations by Wisconsin Farm Operators, Ph.D. Thesis, Madison: University of Wisconsin, 1967.
 06437
- Leuthold, Franklin O. and Wilkening, Eugene A.
 "Acceptance of New Farm Technology: A Test of a Theory of Social Interaction," Paper presented at the Rural Sociological Society, Northridge, California, 1963.
 02671 CA

- Leventhal, H. and Singer, R. P.
 "Affect Arousal and Positioning of Recommendations in Persuasive Communication," Journal of Personality and Social Psychology, 1966, Vol. 4, pp. 137-146.
 -06296
- Leventhal, H. and Watts, J. C.
 "Sources of Resistance to Fear-Arousing Communications on Smoking and Lung Cancer," Journal of Personality, June 1966, Vol. 34, pp. 155-175.
 03851 PA
- Levine, David L.
 "The Field Consultant's Role: Purpose and Process," Florida State University Resolution Report in Social Science, Feb. 1962, Vol. 5, No. 1, pp. 14-27.
 03349
- Levine, Donald H.
Wax and Gold: Tradition and Innovation in Ethiopian Culture, Chicago: University of Chicago Press, 1965, 315 pp.
 02263
- Levinson, Harry
 "Employee Counseling in Industry: Observations on Three Programs," Bulletin of the Menninger Clinic, 1956, Vol. 20, pp. 76-84.
 03687
- Levinson, H.
 "Social Action for Mental Health," Mental Hygiene, New York, 1957, Vol. 41, pp. 353-360.
 03174
- Levinson, J. E.
 "Guidelines for Exchanging Medical and Social Information," Journal of Rehabilitation, 1960, Vol. 26, No. 6, pp. 11-13.
 03103
- Levitt, Harold J.
 "The Fate of Advice: Examples of Distortion in Parental Counseling," Mental Hygiene, New York, 1957, Vol. 41, pp. 213-216.
 03183 CA
- Levitt, Theodore
 "Growth and Profits Through Planned Marketing Innovation," Journal of Marketing, April 1960, Vol. 24, No. 4, pp. 1-8.
 03445
- Levitt, Theodore
 "Innovative Imitation," Harvard Business Review, Sept./Oct., 1966, pp. 63-70.
 02601
- Levitt, Theodore
Innovation in Marketing, New York: McGraw-Hill Book Company, 1962, pp. 253.
 01624
- Levitt, Theodore
 "Marketing Myopia," Harvard Business Review, July-Aug. 1960, Vol. 30, pp. 45-56.
 01374
- Levonian, Edward
 "Opinion Change as Mediated by an Audience-Tailored Film," Audiovisual Communication Review, 1963, Vol. 11, No. 4, pp. 104-113.
 02018 PA
- Levy, D. M.
The Demonstration Clinic, Springfield: C.C. Thomas, 1959.
 03213
- Levy, N. P.
 "A Survey on the Information Practices of Engineers at Western Electric," American Documentation, April 1964, Vol. 15, No. 2, pp. 86-88.
 02151
- Lewin, K.
A Dynamic Theory of Personality, New York: McGraw-Hill, 1935.
 06373
- Lewin, Kurt
Field Theory in Social Science, New York: Harper, 1951.
 06500
- Lewin, Kurt
 "Forces Behind Food Habits and Methods of Changing," in Report of the Committee on Food Habits, The Problem of Changing Food Habits, Washington, D.C.: National Research Council, National Academy of Sciences, 1943.
 02640
- Lewin, Kurt
 "Group Decision and Social Change," in Maccoby, E.E., Newcomb, T.M. and Hartley, E.L., Readings in Social Psychology, New York Holt, Rinehart and Winston, 1947, pp. 197-211.
 07006 & 07025
- Lewin, Kurt
 "Group Decision and Social Change," in Swanson, G.E. et.al., Readings in Social Psychology, New York: Henry Holt and Company, 1952, pp. 459-473.
 01342 CA
- Lewin, Kurt and Grabbe, Paul
 "Conduct, Knowledge and Acceptance of New Values," Mimeo.
 03926 CLS
- Lewis, George J.
 "Electrical Revolution in Legal Research," Illinois Bar Journal, April 1959, Vol. 47, pp. 680-685.
 02440 CA
- Lewis, John D.
 "Feedback in Mass Communication: It's Nature and Use in Decision-making," Dissertation Abstracts, 1966, 27 (6-A) 1929.
 06356

- Lewis, Oscar
"Medicine and Politics in a Mexican Village," Paul, Bengamine D. (ed.), Health, Culture and Community, New York: Russell Sage Foundation, 1955, pp. 403-433.
02641 CA
- Lewis, Philip
"Emerging Technology and Instructional Systems," The National Elementary Principal, Sept. 1963, Vol. 43, pp. 34-52.
01056
- Libaw, Frieda B.
"Information Handling in the Behavioral Sciences: Report of a First Convocation of a Conglomerate Clan," American Behavioral Scientist, 1967, 10(6):8-12.
06354
- Libbey, Miles A. and Zaltman, Gerald
The Role and Distribution of Written Informal Communication in Theoretical High Energy Physics, New York: American Institute of Physics, August 25, 1967, 75 pp.
06589
- Liberman, Robert
"Personal Influence in the Use of Mental Health Resources," Human Organization, Fall 1965, Vol. 24, pp. 231-235.
00363 CA
- Libo, L. M. and Griffith, C. R.
"Developing Mental Health Programs in Areas Lacking Professional Facilities: The Community Consultant Approach in New Mexico," Community Mental Health Journal, 1966, Vol. 2, No. 2, pp. 163-169.
03229
- Licklider, J. C. R.
"A Crux in Scientific and Technical Communications," American Psychologist, 1966, Vol. 21, pp. 1044-1051.
05199
- Licklider, J.
Libraries of the Future, Massachusetts Institute of Technology Press, 1965.
00362 CLS
- Lieberman, M.
The Future of Public Education, Chicago: University of Chicago Press, 1960.
06312
- Lieberman, S.
"The Effects of Changes in Role in the Attitudes of Role Occupants," Human Relations, 1956, Vol. 9, pp. 146-167.
06709
- Liebesny, Felix
"Lost Information: Unpublished Conference Paper," National Academy of Science National Research Council, Proceedings of the International Conference on Scientific Information, pp. 475-480.
05200
- Likert, Rensis
"Behavioral Research: A Guide for Effective Action," Likert, Rensis and Hayes, Samuel P. (eds.) Some Applications of Behavioral Research Paris: UNESCO Publication Center, 1957, pp. 3-43.
05201
- Likert, Rensis
The Human Organization: Its Management and Value, New York: McGraw-Hill, 1967, 258 pp.
06590 CLS
- Likert, Rensis
New Patterns of Management, New York: McGraw-Hill, 1961, pp. 279.
05202
- Likert, Rensis
"A Neglected Factoe in Communications," Communications Review, 1955, Vol. 2, pp. 163-177.
07200
- Likert, Rensis
"The Use of Organizational Theory in Increasing Productivity in the Business Firm," Bond, Floyd A. (ed.), Business Schools and Economic Growth, Ann Arbor: Bureau of Business Research, Graduate School of Business Administration, University of Michigan 1964.
05203
- Likert, Rensis, Argyris, Christopher, March, J. and Shepard H.
"Management Implications of Recent Social Science Research: A Symposium," Personnel Administration, May-June 1958, Vol. 21, No. 3.
05204
- Likert, R. and Hayes, S. P. (eds.)
Some Applications of Behavioral Research, Paris, France: UNESCO, 1957, pp. 333.
03176
- Likert, Rensis and Kahn, Robert L.
"Current Research in Management and Its Application to Administration of Medical Centers," Bucher, Robert M. and Powers, Lee (eds.) Report of the First Institute on Medical School Administration, Association of American Medical Colleges, 1964.
05205
- Likert, R. and Lippitt, R.
"The Utilization of Social Science," Festinger, L. and Katz, D. (eds.) Research Methods in the Behavioral Sciences.
01037
- Lilienfield, A. M.
"The Application of New Medical Knowledge to the Community," Journal of the American Osteopathic Association, Dec. 1965, Vol. 65, pp. 353-358.
00361
- Limkan, P. V.
"The Mental Health Board and Its Role in the Community," American Journal of Orthopsychiatry, 1958, Vol. 28, pp. 343-351.
03179

- Lin, Nan
Innovation Internalization in a Formal Organization, Ph.D. Thesis, East Lansing: Michigan State University, 1966.
06438
- Lin, Nan
"Innovative Methods for Studing Innovation," National Conference on the Diffusion of Educational Ideas, East Lansing: The Kellogg Center for Continuing Education, March 1968.
06819
- Lin, Nan
Internal Acceptance of Innovations in a Formal Organization, Ph.S. Thesis Proposal, Michigan State University, October 1965, pp. 27.
05206
- Lin, Nan, Leu, D. J., Rogers, E. and Schwartz, D. F.
The Diffusion of an Innovation in Three Michigan High Schools Institution Building Through Change, Institute for International Studies in Education, Michigan State University, December 1966.
03903 CA
- Linden, Maurice E., Appel, K. E., Davis, J. E. and Matthews, R. A.
"Factors in the Success of a Public Mental Health Program," American Journal of Orthopsychiatry, 1959, Vol. 116, pp. 344-351.
03217 AA
- Lindeman, Eric
"Social System Factors as Determinants of Resistance to Change," American Journal of Orthopsychiatry, 1965, Vol. 35, No. 3, pp. 544-557.
02212 CA
- Lindgren, Carl
"Scientific Freedom and Open Communication," Journal of Biological Psychology, 1967, 9(1):28-31.
06335
- Lindquist, L. and Ganschow, J.
"Human Factors and Plant Innovation," Chemical Engineering, June 1964, Vol. 71, pp. 156.
02201
- Lindstrom, David E.
Community Development in Sekimura, Urbana: Illinois Agricultural Experiment Station, 1960
02650
- Lindstrom, David E.
"Diffusion of Agricultural and Home Economics Practices in a Japanese Rural Community," Rural Sociology, 1958, Vol. 23, pp. 171-183.
02669
- Lindveit, Earl W.
Scientists in Government, Washington, D.C.: Public Affairs Press, 1960, pp. 84.
02836 AA
- Line, W. and King, M. R. (eds.)
Mental Health in Public Affairs: A report on the Fifth International Congress of Mental Health, 1954, Toronto: University of Toronto Press, 1956, pp. 254.
03971
- Lininger, Charles (ed.)
The Outlook on Consumer Behavior: Some Recent Research Findings and Their Implications.... Ann Arbor: Foundation for Research on Human Behavior, 1964.
06212 CLS
- Linton, Ralph
"Discovery, Invention and Their Cultural Setting," Etzioni, Amitai and Etzioni, Eve (eds.) Social Change: Sources, Patterns and Consequences, New York: Basic Books, Inc., 1964, pp. 431-438.
05207
- Linton, Ralph
The Study of Man, New York: Appleton-Century-Crofts, 1936.
06390
- Linton, Ralph and Kardiner, Abram
"The Change from Dry to Wet Rice Cultivation in Tanala-Betsileo," Swanson, Guy E. and others (eds.) Readings in Social Psychology, New York: Henry Holt Company, 1952.
02668
- Lionberger, H. F.
Adoption of New Ideas and Practices: a summary of the research dealing with the acceptance of technological change in agriculture with implications for action in facilitating such change, Ames: Iowa State University Press 1960, pp. 164.
01036
- Lionberger, Herbert F.
"The Communication of Farm Information in a Missouri Farm County: A Study of Structural Factors and Personal Influence," Paper read to the Society for Social Research, Chicago, 1956A.
02666
- Lionberger, Herbert F.
"Community Prestige and the Choice of Sources of Farm Information," Public Opinion Quarterly 1959, Vol. 23, pp. 110-118.
01400
- Lionberger, H.
Diffusion of Innovations in Agricultural Research and in Schools," Leeper (ed.) Strategy for Curriculum Change, Washington, D.C.: Association for Supervision of Curriculum Development, 1965.
- Lionberger, Herbert F.
The Diffusion of Innovations with Applications from Agricultural Research to Implement Change in School Systems, Columbia, Missouri: Department of Rural Sociology, University of Missouri Dec. 1964, pp. 28.
01394

Lionberger, Herbert

"The Diffusion Research Tradition in Rural Sociology and Its Relation to Implemented Change in Public School Systems," Symposium on Identifying Techniques and Principles for Gaining Acceptance of Research Results of Use of Newer Media in Education, Teachers College, University of Nebraska, 1964.
00857

Lionberger, Herbert F.

Information Seeking Habits and Characteristics of Farm Operators, Columbia: Missouri Agricultural Experiment Station Bulletin 581, 1955.
02665

Lionberger, Herbert F.

Legitimation of Decisions to Adopt Farm Practices and Purchase Farm Supplies in Two Missouri Farm Communities: Ozark and Prairie, Research Bulletin 826, Columbia, Missouri: College of Agriculture, University of Missouri, 1963, pp. 38.
01348 CLS

Lionberger, Herbert F.

Low-Income Farmers in the Good Farming Areas of Missouri: Their Characteristics, Resources, Sources of Information, Columbia, Missouri: Agricultural Experiment Station Bulletin 668, 1956B.
02663

Lionberger, Herbert F.

Low-Income Farmers in Missouri: Their Contacts with Potential Sources of Farm and Home Information, Columbia, Missouri Agricultural Experiment Station Research Bulletin 441, 1949.
02658

Lionberger, Herbert F.

"Overlap Dispersion of Selected Functions in Adoption Decisions of Farm Operators in Two Missouri Communities," Paper read at the Rural Sociological Society, Washington D.C.: 1962.
12657

Lionberger, Herbert F.

"The Relation of Informal Social Groups to the Diffusion of Farm Information in a Northeast Missouri Farm Community," Rural Sociology, 1954, Vol. 19, pp. 233-243.
02656

Lionberger, Herbert F.

"Some Characteristics of Farm Operators Sought as Sources of Farm Information in a Missouri Community," Rural Sociology, 1953, Vol. 18, pp. 327-338.
02684

Lionberger, Herbert F.

Sources and Use of Farm and Home Information by Low-Income Farmers in Missouri, Columbia: Missouri Agricultural Experiment Station Research Bulletin 472, 1951.
02683

Lionberger, Herbert F.

"Television Viewing in Rural Boone County, With Special Reference to Agricultural Shows," Columbia, University of Missouri Agricultural Experiment Station Bulletin 702, 1958.
02632

Lionberger, Herbert F. and others

"A Method of Measuring the Communication Potential of Interpersonal Communicative Networks," Paper presented at the Rural Sociological Society, University Park, Pennsylvania, 1960.
02689

Lionberger, Herbert and Campbell, Rex R.

The Potential of Interpersonal Communicative Networks for Message Transfer from Outside Information Sources, Research Bulletin 842, Columbia, Missouri: College of Agriculture, University of Missouri, 1963, pp. 107.
01346

Lionberger, Herbert F. and Campbell, Rex R.

"Segregating and Differentiating Influences of Personal Attitudes on the Choice of Persons as Information Sources and Associates in Two Missouri Communities," Paper presented at the Rural Sociological Society, Northridge, California, 1953B.
02686

Lionberger, Herbert F. and Chang, H. C.

Comparative Characteristics of Special Functionaries in the Acceptance of Agricultural Innovations in Two Missouri Communities, Ozark and Prairie, Columbia, Missouri Agricultural Experiment Station Research Bulletin 885, 1965.
02701

Lionberger, Herbert and Coughenour, C. Milton

Social Structure and Diffusion of Farm Information, Research Bulletin 631, Columbia, Missouri: College of Agriculture, University of Missouri, 1957, pp. 107.
01347

Lionberger, Herbert and Coughenour, C. Milton

"Studies in Social Structure and Diffusion of Farm Information," Rural Sociology, Sept.-Dec. 1954, Vol. 19, pp. 233-343, 377-384.
00766

Lionberger, Herbert F. and Hassinger, Edward

"Neighborhoods as a Factor in the Diffusion of Farm Innovations in a Northeast Missouri Farming Community," Rural Sociology, 1954A, Vol. 19, pp. 377-384.
02703

Lionberger, Herbert F. and Hassinger, Edward

Roads to Knowledge, Columbia: Missouri Agricultural Experiment Station Bulletin 633, 1954.
02690 CA

Lipety, B.

"Compilation of an Experimental Citation Index from Scientific Literature," American Documentation, July 1962, Vol. 13, pp. 251-266.
02751

- Lipham, James M.
 "Organizational Character of Education: Administrative Behavior: Administrative Process," Review of Educational Research, October 1964, Vol. 34, pp. 435-454.
 00116 CA
- Lippitt, Gordon L.
 "Consulting with a National Organization: A Case Study," Journal of Social Issues, 1959, Vol. 15, No. 2, pp. 20-27.
 03156
- Lippitt, Gordon L.
 "Effects of Information About Group Desire for Change of Members of a Group," Dissertation Abstracts, April 1960, Vol. 20, pp. 4200.
 01613
- Lippitt, Gordon L.
 "Implications of the Behavioral Sciences for Management," Public Personnel Review, 1966, Vol. 27, No. 3, pp. 184-191.
 03203 CA
- Lippitt, Gordon L.
 "A Study of the Consultation Process," Journal of Social Issues, 1959, Vol. 15, No. 2, pp. 43-50.
 03154 CA
- Lippitt, Ronald
 "The Forgotten Consumer: The Child," Paper presented to the Social Science Education Consortium Conference, Lafayette, Indiana: February 1967, pp. 22.
 05208 CLS
- Lippitt, Ronald
 "Processes of Curriculum Change," Leeper R.R. (ed.) Curriculum Change: Direction and Process, Washington, D.C.: Association for Supervision and Curriculum Development, 1966.
 01397 CA CLS
- Lippitt, Ronald
 "Roles and Processes in Curriculum Development and Change," Leeper, R. R. (ed.), Strategy for Curriculum Change, Washington, D.C.: Association for Supervision and Curriculum Development, 1965.
 01187 CA CLS
- Lippitt, Ronald
 "Two Case Studies of Utilization of the Behavioral Sciences," Studies in the Utilization of Behavioral Science, Vol. 1, Stanford, California: Institute for Communication Research, Stanford University, 1961, pp. 20-35.
 06124 CLS
- Lippitt, Ronald
 "The Use of Social Research to Improve Social Practice," Concepts for Social Change, Baltimore, Maryland: Moran Printing Service, Published by N.T.L., NEA for COPED, March 1967, pp. 71-80.
 03873
- Lippitt, Ronald and others
 "The Teacher as Innovator, Seeker and Sharer of New Practices," Miller, R. I. (ed.), Perspectives on Educational Change, New York: Appleton-Century-Crofts, 1966.
 00791
- Lippitt, R. O., Benne, K. D., and Havelock, R. G.
 "A Comparative Analysis of the Research Utilization Process," A symposium sponsored by the Research Utilization Committee, American Educational Research Association, Chicago, Illinois, February 1966.
 03591 CLS
- Lippitt, Ronald O. and Flanders, Mary
 "Sharing Food Teaching Practices," National Education Association Journal, December 1955, Vol. 55, pp. 30-32.
 06566
- Lippitt, Ronald and Fox, Robert
 "The Development and Maintenance of Effective Classroom Learning," Ann Arbor: University of Michigan, Center for Research on Utilization of Scientific Knowledge, 1968, Mimeo, 25 pp.
 06820
- Lippitt, Ronald and Fox Robert
The Innovation and Sharing of Teaching Practices II: Procedure for Stimulating Adoption and Adaptation of Selected Teaching Practices, Final Report, U.S. Office of Education Cooperative Research Project No. D-137, September 1967.
 06568
- Lippitt, Ronald and Havelock, Ronald
 "Needed Research on Research Utilization," National Conference on the Diffusion of Educational Ideas, East Lansing, Kellogg Center for Continuing Education, March 1968.
 06821
- Lippitt, Ronald O., Lippitt, Peggy and Fox, Robert
 "A Laboratory Approach to Social Science Education," International Review of Education, 1965, Vol. 11, No. 3, pp. 351-358.
 06567

- Lippitt, R., Schaible, L., et al.
 "A Description of the Two Semester Graduate Sequence in Planned Change," Ann Arbor, Michigan: Center for Research on Utilization of Scientific Knowledge, University of Michigan, January, 1968, 24 pp.
 07026
- Lippitt, Ronald, Watson, Jeanne, and Westley, Bruce
The Dynamics of Planned Change, New York: Harcourt, Brace and Company, Incorporated, 1958, pp. 312.
 01343 CLS
- Lippitt, Ronald and Watson, Jeanne
 "Some Special Problems of Learning and Teaching Process in Cross Cultural Education," International Social Science Bulletin, 1955, Vol. 7, No. 1, pp. 59-65.
 01210 CA
- "LITE - Legal Information Through Electronics: Symposium," Air Force JAG Law Review, Nov.-Dec. 1956, Vol. 8, p. 5.
 03019
- Little, K.
West African Urbanization: A Study of Voluntary Associations and Social Change, London: Cambridge University Press, 1965.
 06822
- Littunen, Yrjo
 "Deviance and Passivity in Radio Listener Groups," Acta Sociologia, 1959, Vol. 4, pp. 17-26.
 02667
- Litwak, E.
 "Models of Bureaucracy Which Permit Conflict," American Journal of Sociology, Sept. 1961, Vol. 67, pp. 177-184.
 - 01738
- Litwak, Eugene
 "Technological Innovation and Theoretical Functions of Primary Groups and Bureaucratic Structures," American Journal of Sociology, Jan. 1968, Vol. 73, No. 4, pp. 468-481.
 06823
- Litwak, Eugene and Meyer, Henry J.
 "A Balance Theory of Coordination Between Bureaucratic Organizations and Community Primary Groups," Administrative Science Quarterly, June 1966, 11(1):31-58.
 06230
- Litwak, Eugene and Meyer, Henry J.
 "The School and the Family: Linking Organizations and External Primary Groups," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 522-543.
 06657
- Livingston, R. T. and Milberg, S. H. (eds.)
Human relations in industrial research management, New York: Columbia University Press, 1957, pp. 418.
 -03941
- Lockman, Robert Frank
 "What Kinds of American Psychological Association Members Belong to APA Divisions and to State Psychological Associations?" American Psychologist, Aug. 1964, Vol. 19, No. 8, pp. 659-662.
 01296
- Loevinger, Lee
 "Industrial Revolution in Law," JAG Journal, January 1961, Vol. 3, p. 18.
 02439
- Loevinger, Lee
 "Jurimetrics, the next step forward," Minnesota Law Review, 1949, Vol. 33, pp. 455-493.
 00359
- Loevinger, Lee
 "Jurimetrics: Science and Prediction in the Field of Law," Minnesota Law Review, December 1961, pp. 255-275.
 01035
- Loewy, Edith B.
Early Automobile Buying and Status Aspirations, New York: Columbia University Bureau of Applied Social Research, Mineo Report, 1961.
 02634
- Lofquist, L. H. (ed.)
Psychological Research and Rehabilitation, Washington, D.C. American Psychological Association, 1962, pp. 216.
 03939
- London, I. D. and London, M. B.
 "Three Flash Studies in Intercultural Communication," Psychological Report, 1957, Vol. 3, pp. 143-148.
 01703 PA
- Loney, Glenn M.
 "Briefing and Conference techniques," McGraw-Hill series in speech, 1959, pp. 194.
 03329
- Longest, J. W.; Alexander, F. D. and Harshaw, J. L.
 "The Function of the Neighborhood in the Farm and Home Management Program: A Case Study," Rural Sociology, 1961, Vol. 26.
 05209
- Loomis, Charles F.
 "Systemic Linkage of El Cerrito," Rural Sociology, March 1959, 24(1):54-57.
 06232

- Loomis, Charles P.
"Tentative Types of Directed Social Change Involving Systemic Linkage," Rural Sociology, December 1959, 24(4):383-390.
06231
- Loomis, Charles P. and Loomis, Zona Kemp
"Rural Sociology," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 655-691.
06658
- Loomis, J. L.
"Communication, the Development of Trust and Cooperative Behavior," Human Relations, 1959, Vol. 12, pp. 305-315.
05400 CA
- Lopatkin, L.
Organization of Scientific and Technical Information Service in USSR, U.S. Department of Commerce, Joint Publications Research Service, Springfield, Virginia: December 15, 1966.
05210
- Lord, Edith
"The Impact of Education on Non-Scientific Beliefs in Ethiopia," Journal of Social Psychology, 1958, Vol. 47, pp. 339-353.
01655
- Lorsch, Jay W. and Lawrence, Paul R.
"Organizing for Product Innovation," Harvard Business Review, Jan.-Feb. 1965, Vol. 43, pp. 109-118+.
02281 AA
- Lott, A. J.
"Change and Early Childhood Education," Miller, R. I. (ed.), A Multidisciplinary Focus on Educational Change, Vol. 38, No. 2, Lexington, Kentucky: Bureau of School Service College of Education, University of Kentucky, 1965.
00852
- Louisiana Agricultural Extension Service
Extension at Work in LaFourch, Baton Rouge, Louisiana Agricultural Extension Service Publication 1054, 1950.
02688
- Louisell, David W.
"The Psychologist in Today's Legal World," Minnesota Law Review, 1955, Vol. 59, pp. 235-272.
06659
- Lovenstein, Meno
"The Educational Administrator Between Private and Public Responsibility," Abbott, Max C. and Lowell, John T. (eds.), Change Perspectives in Educational Administration, Auburn, Alabama: Auburn University, 1965.
-00572
- Lovos, George J.
A Description of Educational Practice in Metropolitan School Study Council Systems in 1954: with Special Reference to Elementary Schools, Ed. D. Thesis, New York: Columbia University Teachers College, 1955.
02633
- Lowe, Francis E. and McCormick, Thomas C.
"A Study of the Influence of Formal and Informal Leaders in an Election Campaign," Public Opinion Quarterly, 1956-1957, Vol. 20, pp. 651-662.
01672 PA
- Lowenthal, Marjorie Fiske and Haven, Clayton
"Interaction and Adaptation: Intimacy as a Critical Variable," American Sociological Review, 1968, Vol. 33, No. 1, pp. 20-30.
06824
- Lowin, Aaron
"Approach and Avoidance: Alternate Modes of Selective Exposure to Information," Journal of Personality and Social Psychology, May 1967, 6:1-9.
06052
- Lowry, Sheldon G. and Hay, Donald G.
Acceptance of Voluntary Health Insurance in Sampson County, North Carolina, 1955, Raleigh, North Carolina Agricultural Experiment Station Progress Report RS-28, 1957.
02704
- Lowry, Sheldon, G. and Hay, Donald G.
Use of Health Care Services and Enrollment in Voluntary Health Insurance in Stokes County, North Carolina, 1956, Raleigh, North Carolina Agricultural Experiment Station Progress Report RS-32, 1958.
02635
- Lowry, Sheldon, Mayo, Selz C. Hay, Donald G.
"Factors Associated with the Acceptance of Health Care Practices Among Rural Families," Rural Sociology, 1958, Vol. 23, pp. 198-202.
02705 CA
- Loy, John W., Jr.
"Social Psychological Characteristics of Innovators," American Sociological Review, February 1969, Vol. 34, No. 1, pp. 73-82.
07112
- Lucas, D. B. and Britt, S. H.
Measuring Advertising Effectiveness, New York: McGraw-Hill, 1963.
07013
- Luchterhand, Elmer
"Research and the Dilemmas in Developing Social Programs," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.), The Uses of Sociology, New York: Basic Books, 1967, pp. 506-521.
06660

- Ludington, C. (ed.)
The Adoption of New Products: Process and Influence, Ann Arbor: Foundation for Research on Human Behavior, 1959, 60 pp.
 03266
- Ludlum, Thomas Spenser
 "A Study of Techniques for Influencing the Credibility of a Communication," Dissertation Abstracts, 1957, Vol. 17, pp. 1151.
 01696
- Lueth, Harold C.
 "Future Educational Objectives of Medical Officers," Journal of the American Medical Association, Aug. 19, 1944, Vol. 125, pp. 1099-1103.
 00693
- Lueth, Harold C.
 "Postgraduate Wishes of Medical Officers," Journal of the American Medical Association, March 31, 1945, Vol. 127, pp. 759-770.
 00694
- Lueth, Harold C.
 "Postwar Planning, Results of Pilot Questionnaire to Physicians in Service," Journal of the American Medical Association, June 24, 1944, Vol. 125, pp. 558-560.
 04025
- Luhn, H. P.
Automation and Scientific Communication, Washington: American Documentation Institute, 1963, 383 pp.
 01032
- Luhn, H. P.
 "Selective Dissemination of New Scientific Information with the Aid of Electronic Processing Equipment," American Documentation, April 1961, Vol. 12, pp. 131-138.
 02767 AA
- Lundberg, Craig, C.
 "Middlemen in Science Utilization: Some Notes Toward Clarifying Conversion Roles," American Behavioral Scientists, February 1966, Vol. 9, pp. 11-14.
 00355 CA
- Lurie, Walter A. and Spiegler, Samuel
The Use of the Mass Media of Communication for Community Relations Purposes, National Community Relations Advisory Council, Special Committee on Reassessment, May 1956, pp. 88.
 05212
- Luschinsky, Mildred Stroop
 "Problems of Culture Change in the Indian Village," Human Organizations, Spring 1963, Vol. 22, No. 1, pp. 66-74.
 03368 SA
- Lyle, Jack
 "Attitude Measurement in Communication Research," Journalism Quarterly, 1965, Vol. 42, No. 4, pp. 606-614.
 00353
- Lynd, Robert S.
Knowledge for What? The Place of Social Science in American Culture, Princeton: Princeton University Press, 1939, 268 pp.
 06098 CA
- Lynn, D. B.
 "A Model Man for Applied Psychology," American Psychology, 1959, Vol. 14, pp. 630-632.
 01308
- Lynn, Kenneth S. (ed.)
 "The Professions," Daedalus, Fall 1963, Vol. 92, No. 4.
 07061
- Lyons, G. M.
 "The Growth of National Security Research," Journal of Politics, Aug. 1964, Vol. 25, pp. 489-508.
 01031
- Lysaught, Jerome J.
 "Programmed Learning and the Classroom Teacher," New York State Education, 1961, Vol. 48, No. 5, pp. 9-11, 39.
 02017
- Lystad, Mary H.
 "Institutional Planning for Social Change," Sociology and Social Research, January-February 1960, Vol. 44, pp. 165-171.
 01029 CA
- M**
- McCall, G. J. and Simmons, J. L.
 "New Measure of Attitudinal Opposition," Public Opinion Quarterly, Summer 1966, Vol. 30, pp. 271-278.
 00395
- McCarthy J.
 "Programs with Common Sense," Proceedings of Symposium on Mechanization of Thought Processes, H. M. Stationery Office, London: 1959, Vol. I, pp. 77-84.
 00394 CLS
- McCarthy, R. G. and Fain, T. G.
 "Measuring Knowledge of Alcoholism in the Community," Quarterly Journal of Studies on Alcohol, 1959, V. 20, pp. 645-654.
 01328

- McCarthy, W. O. and Tugby, Donald J.
 "Methods of Management, Sources of Advice and Objectives Among a Sample of Queensland Dairy Farmers," Review of Marketing and Agricultural Economics, 1962, Vol. 30, pp. 1-11.
 02425
- McCarthy, H. R. and Hartsell, H. C.
The Cooperative Approach to Audio-Visual Programs, Washington, D.C., Department of AV Instruction and Department of Rural Education, NEA, 1959.
 03767
- McClelland, David C.
 "Business Drive and National Achievement," Etzioni, Amitai and Etzioni, Eve (eds.). Social Change: Sources, Patterns and Consequences, New York: Basic Books, Inc., 1964, pp. 165-180.
 05214
- McClelland, D. C. (ed.)
Talent and Society, Princeton, New Jersey: VanNostrand Company, 1958.
 02296
- McClelland, James E.
 "American Education and Technological Change: A Search for Perspective," Abbott, Max C., and Lowell, John T. (eds.), Change Perspectives in Educational Administration, Auburn, Alabama: Auburn University, 1965.
 00571
- McClelland, S. D.
 "The Role of Research in Large City School Systems," Paper presented at American Educational Research Association, Chicago: Feb. 1966, New York City Board of Education, pp. 19.
 00393 CLS
- McConnell, Douglas and others
Relative Profitability and Order of Adoption of Soil Conservation Practices, Madison: University of Wisconsin, Research Bulletin 237, 1962.
 02424
- McCorkle, T. .
 "Chiropractic: A Deviant Theory of Disease and Treatment in contemporary Western Culture," Human Organization, Spring 1961, Vol. 20, pp. 20-22.
 01019
- McCormack, Thelma, Elkin, Frederick, and Westley, William
 "Anxiety and Persuasion," Public Opinion Quarterly, 1959, Vol. 23, pp. 127-133.
 01664 PA
- McCormack, T.
 "Social Theory and the Mass Media," Canadian Journal of Economics and Political Science, Nov. 1961, Vol. 27, pp. 479-489.
 01744
- McCoy, Y.
 "An Experiment in Community Medicine in General Practice," Practitioner, Feb. 1968, Vol. 200, No. 1196, pp. 292-5.
 06825
- McCusker, Henry F., Jr. and Sorenson, Philip H.
 "The Economics of Education," Rossi, P. and Biddle, B. (eds.), The New Media and Education: Their Impact on Society, Chicago: Aldine Publishing Company, 1966, pp. 178-206.
 06139
- McDermott, W., Deuschle, K. Adair, J. and Fulmer, H.
 "Introducing Modern Medicine in a Javajo Community," Science, 1960, Vol. 131, pp. 197-205, 280-287.
 02016
- McDonald, F. J., Allen, D. W. and Orme, M. E.
 "Experiment I: The Effects of Self-Feedback and Reinforcement on the Acquisition of a Teaching Skill," Stanford University, pp. 30.
 00391
- McDonnell, John N.
 "Research in Direct Mail Advertising," Drug and Cosmetic Industry, Feb. 1957, Vol. 80, pp. 160-161, 251-256.
 00696
- MacDonald, John W.
 "Legal Research Translated into Legislative Action: The New York Law Revision Commission, 1934-1963," Cornell Law Quarterly, Spring 1963, Vol. 48, pp. 401-460.
 01028 CA
- McFeat, Tom F. S.
 "Some Social and Special Aspects of Innovation at Zuni," Anthropologica, 1960, Vol. 2, No. 1, pp. 18-47.
 02823
- McGehee, W.
 "Are We Using What We Know About Training? Learning Theory and Training," Personnel Psychology, 1958, Vol. 11, pp. 1-12.
 03170
- McGinnies, E.
 "The Role of Mental Health Films in Community Discussion Groups," Mental Hygiene, 1958, Vol. 42 pp. 409-422.
 03178

- McGinnies, E. and Lana, R. and Smith, C.
 "The Effects of Sound Films on Opinions About Mental Illness in Community Discussion Groups," Journal of Applied Psychology, 1958, Vol. 42, pp. 40-46.
 03182
- McGrane, J. F. and Baron, Morton L.
 "A Comparison of Learning Resulting From Motion-Picture Projector and From Closed-Circuit T.V. Presentations," Journal of the Society of Motion Picture and T.V. Engineers, 1959, Vol. 68, pp. 824-827.
 02015
- McGregor, Douglas
Human Side of Enterprise, New York: McGraw-Hill, 1960.
 -06245
- McGrew, J. M., Marcia, J. E. and Wright, C. K.
 "Branching Program, Text and Lecture: A Comparative Investigation of Instructional Media," Journal of Applied Psychology, 1966, 50(6): 505-508.
 06346
- McGuinness, Aiss C. and Menzel Herbert and others
 "Continuation Medical Education by Open Circuit Television: A Preliminary Report," Journal of Medical Education, Sept. 1964, Vol. 39, No. 9, pp. 735-745.
 02977
- McGuire, W. J.
 "Inducing Resistance to Persuasion: Some Contemporary Approaches," Advances in Experimental Social Psychology, Vol. 1, Leonard Berkowitz, (ed.), Academic Press, 1964.
 -06261
- McGuire, William J.
 "Attitudes and Opinions," Annual Review of Psychology, 1966, Vol. 17, pp. 475-514.
 -G0390
- McHugh, Peter
 "Social Disintegration as a Pequisite of Resocialization," Social Forces, 1966, Vol. 44, No. 3, pp. 355-363.
 00389 CA
- MacInnes, Colin
 "The Morality of Technology," New Society, Aug. 15, 1963, Vol. 2, No. 46, P. 24.
 01294 SA
- McIntyre, Charles J. and Greenbill, Leslie P.
 "The Role of Closed-Circuit Television in University Resident Instruction," American Psychologist, 1955, Vol. 10, pp. 598-601.
 00388 AA
- McIntyre, K. M.
 "A Study to Determine Specific Sources of Resistance to the Use of AV Materials by College and University Teachers and the Development and Procedures for Overcoming Barriers to Optimum Use." Chapel Hill: University of North Carolina, 1961.
 03768 AA
- McIntyre, Kenneth M.
 "The Development of Procedures for Overcoming the Barriers to Optimum Use of Audiovisual Materials by College and University Teachers," a report to the Concurrent Session of the American Association of Colleges for Teacher Education and the Department of Audiovisual Instruction, NEA, Denver, Colorado, April 23, 1963.
 06041 AA
- MacIver, R. M.
 "The Role of the Precipitant," Etzioni, Amitai and Etzioni, Eve (eds.) Social Change: Sources, Patterns and Consequences, New York: Basic Books, Inc., 1964, pp. 423-426.
 05213
- McKain, Walter C., Jr. and others
Campaigns to Increase the Milk Consumption of Older Persons, Storrs, Connecticut, Storrs Agricultural Experiment Station Bulletin 344 958.
 02221
- MacKay, Donald M.
 "Towards and Information Flow Model of Human Behavior," British Journal of Psychology, 1956, Vol. 47, pp. 30-43.
 -00396
- McKeachie, Wilbert J.
 "Higher Education," Rossi, P. and Biddle, B. (eds.) The New Media and Education: Their Impact on Society, Chicago: Aldine Publishing Company, 1966, pp. 260-300.
 06142
- McKeachie, W. J.
 "Procedures and Techniques of Teaching: A Survey of Experimental Studies," in Sansford, N. (ed.) The American College, New York: Wiley & Sons, 1962.
 06504
- McKeachie, W. J.
 "Research on Teaching at the College and University Level," Handbook of Research on Teaching, N.L. Gage, ed., Chicago: Rand McNally, 1963, pp. 1118-72.
 06439

- McKinnon, W. J.
"Behavioral Research and Intergroup Communication," Journal of Psychology, April 1960, Vol. 49, pp. 339-348.
- 01026
- McKittrick, E. L. and Elkins, S.
"Institutions in Motion," American Quarterly, Summer 1960, Vol. 12, pp. 188-197.
- 01740
- McKnight, A. N.
"Communication: or is it Really How to Sell Your Ideas," Production Engineering, 1964, Vol. 35, pp. 70-74.
2179
- McKown, Norman
"Two Studies on the Communication of Scientific Information," Katz, Elihu, et.al. (eds.) Studies of Innovation and of Communication to the Public, Stanford, California: Institute for Communication Research, 1962, pp. 245-260.
01331 CA
- McKown, Norman
"Two Studies on the Communication of Scientific Information," Katz, Elihu, et. al. (eds.) Studies of Innovation and of Communication to the Public, Studies in the Utilization of Behavioral Sciences, Stanford, California, Institute of Communication Research, 1962, Vol. II.
1331
- McLachlan, Dan Jr.
"Communication Networks and Monitoring," Public Opinion Quarterly, 1961, Vol. 25, No. 2, Summer, pp. 194-209.
2830 SA
- McLaughlin, Curtis and Penchansky, Roy
"Diffusion of Innovation in Medicine: A Problem of Continuing Medical Education," Journal of Medical Education, May 1965, 40:437-447.
06161 CA
- McLaughlin, Curtis P., Rosenbloom, Richard S., and Wolek, Francis W.
Technology Transfer and the Flow of Technical Information in a Large Industrial Corporation, Vol. II-appendixes A, B, C, and D, sponsored under NASA Grant NsG-253-62, March 1965.
06826
- McLaughlin, G. H.
"Comparing Styles of Presenting Technical Information," Ergonomics, 1966, Vol. 9, No. 3, pp. 257-259.
387 PA
- Mac Laurin, W.
"The Sequence From Invention to Innovation," Quarterly Journal of Economics, Feb. 1953.
1025
- Mac Lean, Malcolm S. and Crane, Edgar
"Program Preferences: Their Implications for the Educational Broadcaster," Audiovisual Communication Review, 1961, Vol. 9, No. 2, pp. 85-98.
2014
- McNamara, R. L. and Hassinger, E.
"Stated Opinion and Actual Practice in Health Behavior in a Rural Area," Midwest Sociologist, 1957, Vol. 19, pp. 93-97.
05215
- McNelly, John T. and Eugenio Fonseca
"Media Uses and Political Interest at the University of Costa Rica," Journalism Quarterly, 1964, Vol. 41, No. 2, pp. 225-231.
05216
- McLeod, Jack M., and Swinehart, James W.
"Satellites, Science and the Public," Survey Research Center, Ann Arbor: University of Michigan.
2422
- McLuhan, Marshall
Understanding Media, New York: McGraw-Hill, 1964.
06503
- McLuhan, Marshall and Leonard, G. B.
"The Future of Education: The Class of 1989," Look, 1967, Vol. 31, No. 4, Feb. 21.
3054
- McMaster, Samuel B.
"Study of Project Selection Techniques in a Research & Development Organization," M.A. Thesis, June 1964.
1045
- McMillion, Martin B. (ed.)
The Source of Information and Factors Which Influence Farmers in Adopting Recommended Practices in Two New Zealand Countries, Christ Church, New Zealand, Canterbury Agricultural College, Technical Publication, 1960.
2421
- McNamara, Robert L. and Hassinger, Edward
"Contacts with and Conception of the Physician in a Rural Setting," Rural Sociology, 1957, Vol. 22, No. 3, Sept., pp. 213-220.
2874
- McNassor, Donald
"Barriers and Gateways in School-Community Relationships," Journal of Educational Sociology, 1954, Vol. 26, pp. 1-10.
06662
- McNeil, John
"An Experimental Effort to Improve Instruction through Visual Feedback," Journal of Educational Research, 1962, Vol. 55, No. 6, pp. 283-285.
2013 AAM

- McNelly, John T. and Deutschmann, Paul J.
"Media Use and Socioeconomic Status in a Latin American Capital," Gazette, 1963, Vol. 9, pp. 225-231.
02419
- McNelly, John T.
"Mass Communication and the Climate for Modernization in Latin America," Paper presented at the Association for Education in Journalism, Austin, Texas, 1964.
2420
- McPhee, W. N.
"A Note on Feedback and Instability," Studies in Public Communication, Autumn, 1962, pp. 35-44.
1017
- McPhee, William N.
"A Survey of Professional Sources of Cardiovascular Information," American Heart Association, May 1956, 4 p.
10780
- McVoy, Edgar C.
Patterns of Diffusion in the United States," American Sociological Review, 1940, Vol. 5, pp. 210-227.
02418 CA
- MacWatt, J. A.
"Improving Scientific Communication," Science, Aug. 4, 1961, Vol. 134, pp. 313-316.
385
- Maamary, Samir M.
"Cross Cultural Comparison of Characteristics of Adopters and Non-Adopters of Farmer Cooperatives Among Villagers," M.A. Thesis, East Lansing: Michigan State University.
02417
- Maccoby, Eleanor
"The Effects of Television on Children," in Schramm W. (ed.), The Science of Human Communication, New York: Basic Books, Inc., 1963, pp. 116-127.
05395 CA
- Machlup, Fritz
The Production and Distribution of Knowledge in the United States, Princeton, New Jersey: Princeton University Press, 1962.
07041 CLS
- Mackenzie, Gordon N.
"Curricular Change: Participant, Power and Processes," in Miles, M. B. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, 1964, pp. 399-424.
01194
- Mackie, R. R. and Christensen, P. R.
Translation and Application of Psychological Research, Technical Report 716-1, Goleta, California: Santa Barbara Research Park, Human Factors Research, Inc., 1967.
07107 and 06237
- Maier, N., Hoffman, L., Hooven, J. and Read, W.
"Superior-Subordinate Communications in Management," American Management Research Studies, 1961, No. 52.
07196
- Mandelbaum, David G.
"The Transmission of Anthropological Culture," Mandelbaum David G., et.al. (eds.), The Teaching of Anthropology, Berkeley: University of California Press, 1963, pp. 1-21.
3855
- Manlugu, Albina Z.
"Some Problems in the Implementations of the Community School Program," Philippine Sociological Review, 1956, Vol. 4, No. 4, pp. 19-23.
3423
- Mann, Floyd C. and Hoffman, Richard L.
Automation and the Worker: A Study of Social Change in Power Plants, New York: Henry Holt, 1960, pp. 247.
05223
- Mann, Floyd C. and Sparling, John E.
"Changing Absence Rates: An Application of Research Findings," Personnel, January 1956.
05225
- Mann, Floyd C.
"Managing Change," Tannenbaum, Arnold S. (ed.) The Worker in the New Industrial Environment, Ann Arbor: Foundation for Research on Human Behavior, 1962, pp. 18-21.
05219 CA
- Mann, Floyd C.
"Psychological and Organizational Impacts of Technological Change," Dunlop, J. T. (ed.), Technological Change and Automation, Englewood Cliffs, New Jersey: Prentice-Hall, 1962.
05220
- Mann, Floyd C.
"Putting Human Relations Research Findings to Work," Michigan Business Review, 1950, Vol. 2, No. 2, pp. 16-20.
05221 CLS
- Mann, Floyd C.
"Studying and Creating Change: A Means to Understanding Social Organization," in Arensberg, C. M. (ed.), Industrial Relations Research Association: Research in Industrial Human Relations, New York: Harper, 1957, pp. 147-167.
05222 CLS

- Mann, Floyd C.
 "Handling Misunderstandings and Conflict,"
 Ann Arbor, Michigan: Center for Research on
 Utilization of Scientific Knowledge, Insti-
 tute for Social Research, University of Mich-
 igan, Unpublished, 1967, 4 pp.
 07022 and 07175
- Mann, Floyd C.
 "Toward an Understanding of the Leadership
 Role in Formal Organizations," in Dubin, P.;
 Homans, G.; Miller, D. (eds.), Leadership
 and Productivity, San Francisco, California:
 Chandler, 1964.
 07177 and 07217
- Mann, Floyd C. and Kahn, Robert L.
 "Uses of Survey Research in Policy Determina-
 tion," Industrial Research Association, Ninth
 Annual Meeting Proceedings, 1956.
 05224
- Mann, F. and Likert, R.
 "The Need For Research on the Communication
 of Research Results," Human Organization,
 Winter 1952, Vol. 11, pp. 15-19.
 2069
- Mann, F. C. and Neff, F. W.
Managing Major Change in Organizations, Ann
 Arbor, Michigan: Foundation for Research on
 Human Behavior, 1961.
 3913
- Mann, Floyd C. and Williams, Lawrence K.
 "Observations Concerning a Change-Over to
 Electronic Accounting Equipment: A Case Study,"
 Thirteenth International Convention of Applied
 Psychology: Proceedings, Rome 1958, pp. 242-
 243.
 05226
- Mann, Floyd C. and Williams, Lawrence K.
 "Observations on the Dynamics of a Change to
 Electronic Data Processing Equipment, Admin-
 istrative Science Quarterly, September 1960,
 Vol. 5, pp. 217-256.
 05227 CA
- Mann, Floyd C. and Williams, Lawrence K.
 "Organizational Impact of White Collar Auto-
 mation," Industrial Relations Research Asso-
 ciation, Eleventh Annual Meeting: Proceedings
 1958.
 05228
- Mann, F. and Baumgartel, H.
 "Absences and Employee Attitudes in an Elec-
 tric Company," Ann Arbor, Michigan: Survey
 Research Center, University of Michigan, 1952.
 07178
- Mann, H. Michael
 "Seller Concentration, Barriers to Entry and
 Rates of Return in 30 Industries, 1950-60,"
Review of Economics and Statistics, 1966,
 Vol. 48, No. 3, pp. 296-307.
 00424 CA
- Mann, H.
The Use of Psychodrama in Health Education,
 New York: Carlton Press, 1961, 72 Pages.
 1023
- Mannheim, Karl
Ideology and Utopia: An Introduction to the
 Sociology of Knowledge, New York: Harcourt,
 Brace and Co., 1946.
 3700
- Mannheim, Karl (ed.)
Man and Society In an Age of Reconstruction,
 New York: Harcourt, Brace and Co., 1940.
 3697
- Mannheim, Karl
 "Planning for Freedom," Etzioni, Amitai and
 Etzioni, Eve (eds.), Social Change: Sources,
 Patterns and Consequences, New York: Basic
 Books, Inc., 1964, pp. 463-470.
 05229
- Mansfield, Edwin
Acceptance of Technical Change: The Speed of
 Response of Individual Firms, Graduate School
 of Industrial Administration Memo Report,
 Pittsburgh: Carnegie Institute of Technology,
 1960.
 2411
- Mansfield, Edwin
 "Diffusion of Technological Change," Review
 of Data on Research and Development, NSF 61-
 52, Oct. 1961.
 06829
- Mansfield, Edwin
 "Entry, Gibrat's Law, Innovation, and the
 Growth of Firms," American Economic Review,
 Dec. 1962, Vol. 52, pp. 1023-51.
 06830
- Mansfield, Edwin
 "Intrafirm Rates of Diffusion of an Innovation,"
Review of Economics and Statistics, 1963, Vol.
 45, pp. 348-359.
 01373 CA
- Mansfield, Edwin
 "Rates of Return From Industrial Research and
 Development," American Economic Review: Papers
 and Proceedings, 1965, Vol. 55, pp. 310-22.
 840

- Mansfield, Edwin
"Size of Firm, Market Structure, and Innovation," Journal of Political Economy, Vol. 71, pp. 556-576.
12239
- Mansfield, Edwin
"Speed of Response of Firms to New Techniques," Quarterly Journal of Economics, 1963, Vol. 77, pp. 290-311.
00786 CA
- Mansfield, Edwin
"Technical Change and the Rate of Imitation," Econometrica, 1961, Vol. 29, pp. 741-766.
00796 AA
- Marais, H. C.
"Attitudes of Bantu Mine Workers Toward a Communication Medium," Psychological Reports, 1966, 19(1):107-111.
06078 PA
- March, J. and Simon H.
Organizations, New York: Wiley and Sons, 1958.
07149
- Marcson, Simon
"Organization and Authority in Industrial Research," Social Forces, 1961, Vol. 40, pp. 72-80.
03101
- Marcson, Simon
"The Professional Commitments of Scientists in Industry," Research Management, Winter 1961, Vol. 4, pp. 271-275.
02991 CA
- Marcson, Simon
The Scientist in American Industry, Princeton University, Department of Economics, Industrial Relations Section, Research Reprint Series No. 99, 1960, 158 pp.
3277
- Marcson, Simon
"Social Change and Social Structure in Transitional Societies," International Journal of Comparative Sociology, 1960, Vol. 1, No. 2, pp. 248-253.
2924 CA
- Marcus, Alan S. and Bauer, Raymond A.
"Yes: There Are Generalized Opinion Leaders," Public Opinion Quarterly, 1964, Vol. 28, pp. 628-632.
2256 SA
- Marden, Parker G.
"A Demographic and Ecological Analysis of the Distribution of Physicians in Metropolitan America," 1960, American Journal of Sociology, 1966, Vol. 72, No. 3, pp. 290-300.
423
- Marine, Clyde Lockwood
Testing Institutional Acceptance of New Food Products: A Case Study on Processed Onion Products, Ph.D. Thesis, East Lansing: Michigan State University, 1964.
2351
- Marion, Guy Bertrand
A Study of Selected Factors Related to the Innovativeness of Elementary School Principals, Ph.D. Thesis, Edmonton: University of Alberta, 1966.
06442
- Markham, J. W.
"Market Structure, Business Conduct, and Innovation," American Economic Review: Papers and Proceedings, 1965, Vol. 55, pp. 323-332.
00805 CA
- Marmor, Judd, Bernard, Viola, W. and Ottenburg, Perry
"Psychodynamics of Group Opposition to Health Programs," American Journal of Orthopsychiatry, 1960, Vol. 30, pp. 330-345.
03160 CA
- Marquis, D. A. and Allen, T. J.
"Communication Patterns in Applied Technology," American Psychologist, 1966, Vol. 21, pp. 1052-1060.
05230 CLS
- Marriott, McKim
"Western Medicine in a Village of Northern India," in Paul, Benjamin D. (ed.), Health, Culture, and Community, New York: Russell Sage Foundation, 1955.
02408 CA
- Marrow, Alfred J.
"Democratic Management: The Debate Continues: Gomberg's 'Fantasy,'" Transaction, Sept.-Oct. 1966, pp. 36-57.
06319
- Marrow, Alfred and French, John, Jr.
"Changing a Stereotype in Industry," in Bennis, Benne, and Chin, The Planning of Change, New York: Holt, Rinehart and Winston, 1961, pp. 583-586.
07027
- Marrow, Alfred J., Bowers, David G. and Seashore, Stanley E.
Management by Participation: Creating a Climate for Personal and Organizational Development, New York: Harper and Row, 1967.
06066 CLS
- Marsh, C. P.
An Evaluation of the Farm and Home Development Approach to Agricultural Extension Work in North Carolina, North Carolina Extension Evaluation Studies, Raleigh: North Carolina State College, 1962, 52 pp.
3759

- Marsh, C. Paul and Brown, M. M.
 "Facilitative and Inhibitive Factors in Training Program Recruitment Among Rural Negroes," Journal of Social Issues, 1965, Vol. 21, pp. 110-25.
 00422 CA
- Marsh, C. Paul & Coleman, A. Lee
Communication and the Adoption of Recommended Farm Practices, 1954, Lexington: Kentucky Agricultural Experiment Station Progress Report, No. 22.
 2407 CA
- Marsh, C. Paul & Coleman, A. Lee
 "Group Influences and Agricultural Innovations: Some Tentative Findings and Hypotheses," American Journal of Sociology, 1956, Vol. 61, pp. 588-594.
 1737 CA
- Marsh, C. Paul & Coleman, A. Lee
 "The Relation of Farmer Characteristics to the Adoption of Recommended Farm Practices," Rural Sociology, 1955, Vol. 20, Nos. 3 & 4, pp. 289-296.
 2399
- Marsh, C. Paul & Coleman, A. Lee
 "The Relation of Kinship, Exchanging Work, and Visiting to The Adoption of Recommended Farm Practices," Rural Sociology, 1954, Vol. 19, pp. 1-2.
 279
- Marsh, C. Paul & Coleman, A. Lee
 "The Relation of Neighborhood of Residence to Adoption of Recommended Farm Practices," Rural Sociology, 1954, Vol. 19, No. 4, pp. 385-389.
 1225
- Marsh, C. Paul, and Coleman, A. Lee
 "Farmers' Practice-Adoption Rates in Relation to Adoption Rates of 'Leaders'," Rural Sociology, 1954, Vol. 19, pp. 180-181.
 2404
- Marsh, P. E.
The Physical Science Study Committee: A Case History of Nationwide Curriculum Development, Ph.D. Thesis, Graduate School of Education, Harvard University, 1963.
 01016
- Marsh, P. E.
 "Wellsprings of Strategy: Considerations Affecting Innovations By the PSSC," Miles, Matthew B. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, 1964.
 1193 CLS
- Marshall, H. H.
 "Behavioral Problems of Normal Children: A Comparison Between the Lay Literature and Development Research," Child Development, June 1964, Vol. 35, pp. 469-478.
 01022 AAM
- Marshall, James
 "Evidence, Psychology, and the Trial: Some Challenges to Law," Columbia Law Review, February 1963, Vol. 63, pp. 197-231.
 01021 CA
- Marshall, Robert E.
 "Information Gathering Patterns and Creativity," American Documentation, January 1960, Vol. 11, No. 1, pp. 9-17.
 2152
- Marshall, W. S.
 "Subject Performance in two 6-man Communication Network experiments," Management Science, Oct. 66, Vol. 13, pp. B93-B101.
 -421
- Martin, M. W. and Ackott, R. L.
 "The Dissemination and Use of Recorded Scientific Information," Management Science, January 1963, Vol. 9, pp. 322-336.
 1020
- Martin, John M.
 "Social-Cultural Differences: Barriers in Case Work With Delinquents," Social Work, 1957, Vol. 2, pp. 22-25.
 1719 PA
- Martin, Robert B.
 "New Technical Skill Development," Department of Industrial Engineering and Management Sciences, Northwestern University, December 1963.
 1595
- Martin, Robert B.
 "Structural Development of An Industrial Research and Development Laboratory," A Master's Thesis, Department of Industrial Engineering and Management Sciences, Northwestern University, February 1966.
 1589
- Martinez, Gregorio V. and Myren, Delbert T.
 "Scope and Impact of the Agricultural Page of El Dictamen, A Newspaper of Veracruz," Mexico: Secretaria De Agricultura Y Ganaderia, Instituto Nacional De Investigaciones Agricolas, Technical Bulletin, No. 47, 1964.
 02402
- Martinez, Jesus et.al.
 "Estudio De La Diffusion Y Adopcion Del Maiz Hibrido En Cuatro Municipios Del Estado De Guanajuato," Agricultura Tecnica En Mexico, 1964, Vol. 2, pp. 120-125.
 2401

- Martinez, Jesus
"Factores Sociales Y Economicos Que Influyen En La Difusion Y Adopcion Del Maiz Hibrido En El Bajio," Paper Presented at the First Inter-American Research Symposium on the Role of Communications in Agricultural Development, Mexico City: 1964.
2400
- Martinez, Jesus
La Diffusion Y Adopcion Del Maiz Hibrido En Cuatro Municipios Del Estado De Guanajuato, Thesis for Ingeniero Agronomo, Chapingo, Mexico, Graduate School of Agriculture, 1963.
2399
- Martyn, John
Literature Searching By Research Scientists, ASLIB Research Department, 1964.
2149
- Martyn, John and Slater, Margaret
"Characteristics of Users and Non-Users," Looking Forward in Documentation: Papers & Discussion, ASLIB 38th Annual Conference, 1964.
2150
- Marx, Wesley
"The Military's 'Think Factories,'" The Progressive, 1965, Vol. 29, pp. 22-26.
05231
- Maslow, A.
Motivation and Personality, New York: Harper, 1954.
-06327
- Mason, Robert
"An Ordinal Scale for Measuring the Adoption Process," in Katz, E. et.al., (ed.), Studies of Innovation and of Communication to the Public, Stanford, California: Stanford University Institute for Communication Research, 1962, pp. 99-116.
02397 AA
- Mason, Robert G.
Information Source Use in the Adoption Process, Ph.D. Thesis, Stanford, California: Stanford University, 1962.
2792
- Mason, Robert
"The Use of Information Sources by Influentials in the Adoption Process," Public Opinion Quarterly, 1963, Vol. 27, pp. 455-457.
2396
- Mason, Robert G.
"The Use of Information Sources in the Process of Adoption," Rural Sociology, 1964, Vol. 29, pp. 40-52.
2395
- Mass, Philip and Maloney, Thomas
"Communication Problems in an Interagency Family Casework Situation," Social Casework, December 1958, Vol. 39, pp. 570-575.
01796 CA
- Massy, William Francis
Innovation and Market Penetration: A Study in the Analysis of New Product Demand, Ph.D. Thesis, 1960, Cambridge: Massachusetts Institute of Technology,
2394
- Masters, Nicholas A.
"Some Political Problems Involved in Educational Planning," Morphet, E. L. and Ryan, C. O. (eds.), Planning and Effecting Needed Changes in Education, Citation Press, 1967.
06146 CA
- Materials Advisory Board, Division of Engineering and Industrial Research, National Research Council, Dissemination of Information on Materials-An Analysis of Survey of Materials Information Uses to Determine Effectiveness of Information Dissemination, Prepared for the National Academy of Sciences, National Research Council, Washington, D.C.: 1964.
2148
- Mathen, K. K.
"Preliminary Lessons Learned from the Rural Population Control Study of Singur," Kiser, Clyde V. (ed.), Research in Family Planning, Princeton, N.J.: Princeton University Press, 1962.
2272
- Mather, W. G.
Family Factors Influencing Corrective Action Following School Health Examinations, State College: Pennsylvania Agricultural Experiment Station, Bulletin 589, 1955.
05232
- Mather, W. G., Whitman, L. B., Ayers M. E., and Samson, A. P.
Stimulating Corrective Health Action Following School Health Examination, State College: Pennsylvania Agricultural Experiment Station, Bulletin 588, 1954.
05233
- Matthew, Taylor et.al.
Attitudes of Edgefield County Farmers Toward Farm Practices and Rural Programs, Clenson: South Carolina Agricultural Experiment Station Bulletin, 1942.
2392
- Maule, H. G.
"Application of Industrial Psychology to Developing Countries," International Labour Review, Oct. 1965, Vol. 92, pp. 283-297.
00418

- Maung, M.
"Elephant Catching Cooperative Society of Burma: A Case Study on the Effect of Planned Socio-Economic Change," Asian Survey, June 1966, Vol. 6, pp. 327-337.
05234
- Maurice, Raymond, Menzel, Herbert and Meyersohn, Rolf
"Physicians' Information Levels, as Affected by Milieu, Contact with Colleagues and Current Awareness Activities," Sixth World Congress of Sociology, September 1966.
06661
- Mausner, J. S., Mausner, B., et.al.
"The Influence of a Physician on the Smoking of his Patients," American Journal of Public Health and the Nation's Health, Jan. 1968, Vol. 58, No. 1, pp. 46-53.
06831
- Maxine Heffner Research
"United States Doctor-readership Analysis of Medical Society Magazine Group," Phoenix, Ariz.: Maxine Heffner Research, Feb. 1959, 27 pp.
00777
- May, Roger B.
"The Innovating Urge," Wall Street Journal, Nov. 2, 1964, Vol. 164, p. 1.
02279
- Mayer, Martin
"Scientists in the Classroom," Commentary, April 1963, Vol. 35, No. 4, pp. 312-319.
03369 SA
- Mayer, P.
"Jurimetrics: The Scientific Method in Legal Research," Canadian Bar Review, March 1966, Vol. 44, p. 1.
00415 CA
- Mayer, R. R.
"Case Study of Effective Communication in Industry," Journal of Business, Oct. 1958, Vol. 31, pp. 344-350.
00414 CA
- Mayo, E.
The Social Problems of an Industrial Civilization, Boston, Mass.: Harvard University, Graduate School of Business, 1945.
07190
- "M.D. Visits to Pharmacies Rise 15% in Cities, 5% in Small Towns, Study Finds," American Drug-gist 137, April 21, 1958, No. 8, pp. 5-6.
05028
- Mead, Beverly T. and Fishman, J. J.
"A Different Project in Postgraduate Psychiatric Education," Journal of Medical Education, Feb. 1963, Vol. 38, pp. 103-110.
697
- Mead, Margaret (ed.)
Cultural Patterns and Technical Change, New York: The New American Library of World Literature, Inc., 1955, pp. 352.
616
- Mead, Margaret (ed.)
New Lives for Old, New York: William Morrow and Co., 1956, pp. 548.
618
- Meadows, P.
"Novelty and Acceptors: A Sociological Consideration of the Acceptance of Change," Meierhenry, Wesley C., Ed. Media and Educational Innovation, University of Nebraska Extension Division and University of Nebraska Press, 1964.
02617 CLS
- Means, James H.
"Homo Medicus Americanus," Daedalus, Fall 1963, Vol. 92, No. 4, p. 701.
07065
- Mearns, E. A. J.
"Scientific Legal Theory and Arnold Brecht," Virginia Law Review, March 1961, Vol. 27, pp. 264.
12435
- Medalia, N. & Larson, Otto N.
"Diffusion and Belief in a Collective Delusion: The Seattle Windshield Pitting Epidemic," American Sociological Review, 1958, Vol. 23, pp. 180-186.
1647
- "Measuring Aid Effectiveness: What Research can and can't do," Printers Ink, 1958, Vol. 264, pp. 21-28.
3169
- Medical World News
"NIH Research Moves into Payoff Stage," Medical World News, July 7, 1967, pp. 61-68.
06081 CLS
- Medical World News
"TV Cast in Bigger Role by Medical Educators," Medical World News, July 7, 1967, pp. 78-84.
06082 CLS

- Medlin, W., Carpenter, F. and Cave, W.
Education and Social Change: A Study of the Role of the School in a Technically Developing Society in Central Asia, Ann Arbor: School of Education, University of Michigan, December 1965.
 03910
- Medlin, William K. and Cave, William M.
 "Social Change and Education in Developing Areas: Uzbekistan," Comparative Education Review, October 1964, Vol. 8, pp. 166-175.
 1382
- Mehta, B. H.
 "Social Experiments in Extension Projects," Indian Journal of Social Work, 1962, Vol. 23, No. 1, pp. 53-56.
 2960
- Meier, Gitta
 "Research and Action Programs in Human Fertility Programs: A Review of the Literature," Social Work, 1966, Vol. 11, No. 3, pp. 4-55.
 00413 CA
- Meier, R.
 "Communications Overload: Proposals from the Study of a University Library," Administrative Science Quarterly, 1963, Vol. 7, pp. 521-544.
 06710
- Meierhenry, W. C.
 "A Criterion Paper on Parameters of Education," Conference on Strategies for Educational Change, Washington, D.C.: Nov. 8-10, 1965.
 06009 CLS
- Meierhenry, Wesley C.
Final Report of the Study of the Use of In-School Telecast Materials as Leading to Recommendations as to their Distribution and Exchange, Lincoln: University of Nebraska, 1961.
 03770
- Meierhenry, Wesley C.
 "Innovation, Education and Media," Audiovisual Communication Review, Winter 1966, Vol. 14, pp. 451-465.
 03059
- Meierhenry, Wesley C. (ed.)
Media and Educational Innovation, University of Nebraska Extension Division and University of Nebraska Press, 1964.
 05235
- Meierhenry, Wesley C.
 "Variables Related to Innovation," Meierhenry, Wesley, C., (ed.), Media and Educational Innovation, University of Nebraska Press, 1964.
 02628 CLS
- Mellinger, G. D.
 "Interpersonal Trust as a Factor in Communication," Journal of the American Society for Psychical Research, 1956, Vol. 52, pp. 304-309.
 - 3957 PA
- Meltzer, Leo
 "Scientific Productivity in Organizational Settings," Journal of Social Issues, 1956, Vol. 12, pp. 32-40.
 03943 CA
- Mendelsohn, Harold
 "Broadcast VS. Personal Sources of Information in Emergent Public Crises: The Presidential Assassination," Journal of Broadcasting, 1964, Vol. 8, pp. 147-156.
 2390
- Mendelsohn, Harold
 "Measuring the Process of Communications Effects," Public Opinion Quarterly, Fall 1962, Vol. 26, pp. 411-416.
 2293
- Menlo, Allen
Laboratory-style Learning in the University Classroom: A Description of Innovation in Teaching Practice and a Report of Supportive Research Findings, Final Draft School of Education, University of Michigan, 1966, pp. 22.
 05236
- Mennick, Wayne C.
The Art of Persuasion, Boston: Houghton-Nufflin, 1957, 295 pp.
 404
- Menzel, Herbert
 "Behavioral Studies of Science Information Needs," Proceedings of the March 1966 International Symposium on the Information Sciences, Excelsior Springs, Mo.
 01241
- Menzel, Herbert
 "Can Science Information Needs be Empirically Determined?" in Thayer, Lee (ed.) Communication: Concepts and Perspectives, Washington: Spartan, 1967, pp. 279-294.
 06591
- Menzel, Herbert
The Flow of Information Among Scientists--Problems, Opportunities, and Research Questions, New York: Columbia University, Bureau of Applied Social Research, 1958.
 2146
- Menzel, Herbert
 "Informal Communication in Science: Its Advantages and its Formal Analogues," Eighty Annual Summer Symposium, Foundation of Access to Knowledge, Syracuse, New York: Syracuse University, School of Library Science, 1965.
 06832

- Menzel, Herbert
 "The Information needs of Current Scientific Research," Library Quarterly, Jan. 1964, Vol. 34, pp. 4-19.
 1238
- Menzel, Herbert
 "Information Needs and Uses In Science and Technology," Cuadra, Carlos A. (ed.), American Documentation Institute Annual Review of Information Science and Technology, Inter-science (Wiley), 1966.
 1236
- Menzel, Herbert
 "Innovation, Integration, and Marginality: A Survey of Physicians," American Sociological Review, 1960, Vol. 25, pp. 704-713.
 01386 CA
- Menzel, Herbert
Planning the Consequences of Unplanned Action in Scientific Communication, Revised Version of Paper Prepared for Presentation at the Ciba Foundation Symposium on Communication in Science: Documentation and Automation London, November 1966, pp. 22-24.
 05237 CLS
- Menzel, Herbert
 "Public and Private Conformity Under Different Conditions of Acceptance in the Group," Journal of Abnormal and Social Psychology, 1957, Vol. 55, pp. 398-402.
 02389 AA
- Menzel, Herbert
Review of Studies in the Flow of Information Among Scientists, New York: Columbia University, Bureau of Applied Social Research, 2nd Impression: September 1960, 62 and 48 pp.
 00731 CA
- Menzel, Herbert
 "Scientific Communication: Five Themes from Social Science Research," American Psychologist, 1966, Vol. 21, pp. 999-1004.
 05238 CLS
- Menzel, Herbert
Social Determinants of Physicians' Reactions to Innovations in Medical Practice, Ph.D. Thesis, Madison: University of Wisconsin, 1959.
 2388
- Menzel, Herbert; Coleman, James et.al.
 "Dimensions of being 'Modern' in Medical Practice," Journal of Chronic Diseases, Jan. 1959, Vol. 9, pp. 20-40.
 754
- Menzel, Herbert and Katz, Elihu
 "Comment on Charles Winick, The Diffusion of an Innovation Among Physicians in a Large City," Sociometry, 1963, Vol. 26, pp. 125-127.
 05239 CA
- Menzel, Herbert and Katz, Elihu
 "Social Relations and Innovations in the Medical Profession: the Epidemiology of a New Drug," Public Opinion Quarterly, Winter 1955-56, Vol. 19, pp. 337-352.
 03404 CA
- Merei, F.
 "Group Leadership and Institutionalization," Human Relations, 1949, Vol. 2, pp. 23-39.
 05240
- Merrill, Irving R.
 "Attitude Films and Attitude Change," Audio-visual Communication Review, 1962, Vol. 10, No. 1, pp. 3-13.
 - 2009
- Merrill, Malcolm H., Hollister, Arthur C., Gibbens, Stephen F., Haynes, Ann W. and Leslau, Vita
 "Attitudes of Californians Toward Poliomyelitis Vaccination," American Journal of Public Health, February 1958, Vol. 48, pp. 146-152.
 06002 CA
- Mersel, Jules, and Donohue, Joseph C.
 "Information Transfer in Educational Research," Progress in Information Science and Technology, Santa Monica: American Documentation Institute, 1966, pp. 89-95.
 06833
- Mersel, Jules, Donohue, Joseph C. and Morris, William A.
Information Transfer in Educational Research, Sherman Oaks: Informatics, Inc., Final Report, TR-66-15-7, April 1966.
 06592
- Merton, R. K.
 "The Machine, The Worker and The Engineer," Science, 1947, 105:79-84.
 06006
- Merton, Robert
 "The Matthew Effect in Science," Science, January 5, 1968, Vol. 159, pp. 56-63.
 06593
- Merton, Robert K.
 "Patterns of Influence: A Study of Interpersonal Influence and of Communications Behavior in a Local Community," Lanzerfeld, Paul F., & Stanton, Frank (eds.), Communications Research, New York: Harper and Bros., 1949, pp. 180-219.
 - 2578

- Merton, Robert K.
"Resistance to the Systematic Study of Multiple Discoveries in Science," European Journal of Sociology, 1963, Vol. 4, No. 2, pp. 237-282.
 01268 CA
- Merton, R. K.
Social Theory and Social Structure, 1957.
 - 06220
- Merz, Louise E. and Pearlin, Leonard I.
"The Influence of Information on Three Dimensions of Prejudice Toward Negroes," Social Forces, 1957, Vol. 35, pp. 344-351.
 01673 PA
- Mesthene, Emmanuel G.
"On Understanding Change: The Harvard University Program on Technology and Society," Technology and Culture, Spring 1965, pp. 222-235.
 05241
- Metraux, Alfred
"The Revolution of the Ax," Diogenes, 1959, Vol. 25.
 2384
- Metraux, Rhoda
"International Communication of Science Information," Journalism Quarterly, 1963, Vol. 40, No. 3, Summer, pp. 332-338.
 3364
- Meyer, H. J. and Borgatta, E. F.
"Paradoxes in Evaluating Mental Health Programmes," International Journal of Social Psychiatry, 1959, Vol. 5, pp. 136-141.
 05242
- Meyer, Henry J., Litwak, Eugene, Thomas, Edwin J. and Vinter, Robert D.
"Social Work and Social Welfare," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 154-192.
 06663
- Meyers, Charles A.
"Behavioral Sciences for Personnel Managers," Harvard Business Review, July/August 1966, pp. 154-155.
 02600
- Meyerson, M. and Banfield, E.
Politics, Planning and the Public Interest, Glencoe: Free Press, 1955.
 06536
- Meyerson, Rolf, and Katz, Elihu
"Notes on a Natural History of Fads," American Journal of Sociology, 1957, Vol. 62, pp. 596-600.
 01720 AAM
- Mial, Dorothy
"Education Intern Program: National Training Laboratories, N.E.A. and Cooperative Project for Educational Development," American Educational Research Association 1967 Annual Meeting, New York: February 16, 1967.
 06026
- Mial, Dorothy
"Introductory Note--What is Coped?" Concepts for Social Change, Baltimore, Md.: Moran Printing Service, Published by N.T.L., N.E.A., for COPED March 1967.
 3693
- Michael, Donald N.
"Beginning of the Space Age and American Public Opinion," Public Opinion Quarterly, Winter 1960, Vol. 24, pp. 573-82.
 01778
- Michael, Donald N.
"Cybernation and Changing Goals in Education," in Bushnell, Don D. and Allen, Dwight, A., (eds.), The Computer in American Education, New York: John Wiley and Sons, Inc. 1967, pp. 3-10.
 00412 CA CLS
- Michael, Donald N.
Cybernation: The Silent Conquest, Santa Barbara, California: Center for the Study of Democratic Institutions, 1962, 48 pp.
 03699 AA
- Michael, Donald N.
Factors Inhibiting and Facilitating the Acceptance of Educational Innovations, Washington, D.C.: Institute for Policy Studies, 1965, Mimeo, 14 pp.
 03892 CA CLS
- Michael, Donald
"The Impact of Cybernation," Kranzberg, Melvin and Pursell, Carroll W. Jr., Technology in Western Civilization, Vol. II, Oxford University Press, 1967, pp. 655-669.
 06572
- Michael, Donald
"On Planning for Planning," American Institute for Planners Journal, November 1966, Vol. 32, No. 4, pp. 376-380.
 06570
- Michael, Donald
"The Social Impact of Technology," Proceedings of the Fifth Annual Florida Conference on Higher Education, Education for the New Age, University of South Florida, Tampa, Florida: January 19-20, 1967.
 06571

- Michael, Donald N.
"Society and Space Exploration," Astronautics, 1958, Vol. 3, pp. 20-22, 88-89.
01648
- Michael, Donald N.
"Some Factors Tending to Limit the Utility of the Social Scientist in Military Systems Analysis," Operations Research, 1957, Vol. 5, No. 1, pp. 90-96.
1693 CA
- Michael, Donald N.
"Some Speculations on the Social Impact of Technology," Technological Innovations and Society, Morse, D. and Warner, A. W. (editors), Columbia University Press, New York, 1966.
06190
- Michael, Donald N., et.al.
Proposed Studies on the Implications of Peaceful Space Activities for Human Affairs, report prepared for the Committee on Long-Range Studies of the National Aeronautics and Space Administration, Washington, D.C.: The Brookings Institution, Dec. 1960.
06834
- Michael, John A.
"Program Development: Some Contributions of Science to Practice," Presented at Columbia University School of Social Work-Mobilization for Youth Training Institute of Urban Community Development Projects, New York, April 1964.
411
- Michaelis, Michael
"Can We Build the World We Want?" Bulletin of the Atomic Scientists, Jan. 1968, Vol. XXIV, No. 1, pp. 43-49.
06835 and 07033 CLS
- Michaelis, Michael
"A Strategy for Innovation," Bulletin of the Atomic Scientists, 1964, Vol. 20, No. 4, pp. 19-23.
2974 CA
- Michaelis, Michael
"Environment for Innovation," Proceedings from Technology Transfer and Innovation Sponsored by the National Planning Association, National Science Foundation, May 15-17, 1966, p. 76.
07056
- Michigan Department of Public Instruction
Five Years of Change, Michigan Department of Public Instruction, 1964, 25 pp.
1048
- Midwest Research Institute
Utilization of NASA-Generated Space Technology by Midwestern Industry, Quarterly Progress Report No. 8 to NASA Office of Technology Utilization, 1964.
06836
- Milbrath, L. W.
"Lobbying as a Communication Process," Public Opinion Quarterly, Spring 1960, Vol. 24, pp. 32-53.
11780
- Miles, Matthew B.
"Educational Innovation: The Nature of the Problem," Miles, M.B. (ed.) Innovation in Education, New York: Columbia Teachers College 1964, pp. 1-46.
06056 CA CLS
- Miles, Matthew B.
"Educational Innovation: Resources, Strategies, and Unanswered Questions," American Behavioral Scientist, February 1964, Vol. 7, pp. 10-14.
01013
- Miles, Matthew B.
"Educational Innovation: Some Generalizations," Meierhenry, Wesley C., (ed.) Media and Educational Innovation, University of Nebraska Extension Division and University of Nebraska Press, 1964.
2619 CLS
- Miles, M. B.
"Human Relations Training: Processes and Outcomes," Journal of Counseling Psychology, 1960, Vol. 7, pp. 301-306.
3111
- Miles, Matthew B. (ed.)
Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, 1964, pp. 689.
1046 CLS
- Miles, Matthew B.
"Innovation in Education: Some Generalizations," in Miles, Matthew B., (ed.) Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, 1964, pp. 631-662.
01481 CLS
- Miles, Matthew B.
"Planned Change and Organizational Health: Figure and Ground," Change Processes in the Public Schools, Eugene: University of Oregon, Center for the Advanced Study of Educational Administration, 1965, pp. 11-34.
06837

- Miles, Matthew B.
"On Temporary Systems," Miles, Matthew B. (ed.) Innovation in Education, New York: Teachers College, Bureau of Publications, Columbia University, 1964, pp. 437-490. 01189 CA CLS
- Miles, Matthew, B.
Training for Research Utilization, Teachers College, Columbia University, Mimeo. 2631 CLS
- Miles, Matthew B., Paula Holzman Calder, et.al.
Data Feedback and Organizational Change in a School System, In Golembiewski, R. & Blumberg, A. (eds.), Sensitivity Training and the Laboratory Approach, Itasca, Ill: F.E. Peacock, 1970, pp. 352-361.
- Miles, Matthew B. and Lake, Dale
"Self-Renewal in School Systems: A Strategy for Planned Change," Concepts for Social Change, Baltimore, Md.: Moran Printing Service, Published by N.T.L., NEA for COPEd, March 1967, pp. 81-88. 3871 CLS
- Miles, Matthew B. and Brickell, H. M.
"Some Propositions of Research Utilization in Education," Mimeo. 05243 CLS
- Miles, Raymond
"Human Relations or Human Resources?" Harvard Business Review, July-August 1965, Vol. 43, No. 4, pp. 148-156. 07221
- Miles, Rufus E.
"Administrative Adaptability to Political Change," Public Administration Review, September 1965, Vol. 25, pp. 221-225. 00409 CA
- Miller, C. C. and Form, W. H.
Industrial Sociology: An Introduction to the Sociology of Work Relations, New York: Harper & Row, 1951. 07218
- Miller, Delbert C.
"A Research Note on Mass Communication," American Social Review, 1945, Vol. 10, pp. 691-694. 2382
- Miller, Donald R.
"Excerpts from Operation PEP Descriptive Materials," Operation PEP, Birlingame, California, 1967. 06191
- Miller, F. C.
"Cultural Change as Decision-Making: A Tzotzil Example," Ethnology, January 1965, Vol. 4, pp. 53-65. 00828 CA
- Miller, Genevieve
The Adoption of Inoculation for Smallpox in England and France, Philadelphia: University of Pennsylvania Press, 1957. 2270
- Miller, George A.
"The Magical Number seven; plus or minus two: Some Limits on Our Capacity for Processing Information," Psychological Review, 1956, Vol. 63, pp. 81-97. - 408
- Miller, George A.
The Psychology of Communication, New York: Basic Books, 1967, 197 pp. 06664
- Miller, George P.
"Is Our Scientific Research Serving the Needs of the Nation?" Conference on Space, Science and Urban Life, Washington, D.C.: National Aeronautics and Space Administration, Office of Scientific and Technical Information, 1963, pp. 45-50. 05244
- Miller, J.
"Information Input, Overload, and Psychopathology," American Journal of Psychiatry, 1960, Vol. 116, pp. 695-704. 06711
- Miller, James L. Jr.
"Formula Budgeting: Some Further Thoughts," in the State Budget Analyst: His Role as Aide to the Executive, Legislature and Agencies, National Association of State Budget Officers, University of Wisconsin, 1965. 05245
- Miller, Marvin L.
"The Role of the Pharmacist in the Dissemination of Information to the Physician," Seminar Paper, 1959, 47 pp. 10781
- Miller, Neal et.al.
"Graphic Communication & the Crisis in Education," Audio-Visual Communication Res., V. 5, Sup. #3, Washington, D.C.: Department of Audio-Visual Instruction, NAA, 1957. 3753
- Miller, R. S.
"Program For the Elimination of the Hardships of Literatures Delay," Ohio State Law Journal, Summer 1961, Vol. 27, p. 402. 2928
- Miller, Richard I.
"An Overview of Educational Change," Miller, Richard I., (ed.) Perspectives on Educational Change, New York: Appleton-Century-Crofts, 1966. 00865

- Miller, Richard I. (Director)
Catalyst for Change: A National Study of ESEA
Title III (Pace) Reports of Special Consultants,
 Washington, D.C.: U.S. Government
 Printing Office, 1967.
 03057
- Miller Richard I.
 "Implications for Practice from Research on
 Educational Change," National Conference on
 the Diffusion of Educational Ideas, East
 Lansing: Kellogg Center for Continuing Edu-
 cation, March 1968.
 06838
- Miller, R. (ed.)
 "A Multidisciplinary Focus on Educational
 Change," Bulletin, Bureau of School Service,
 College of Education University of Kentucky,
 Vol. 38, No. 2, Dec. 1965, 83 pp.
 3919 CLS
- Miller, Richard I.
 "Needed Research and Development in the Pro-
 cess of Change," in Miller, Richard I. (ed.),
A Multidisciplinary Focus on Educational
Change, Vol. 38, No. 2, Lexington, Ky.: Bur-
 eau of School Service, College of Education,
 University of Kentucky, 1965.
 00850 CLS
- Miller, Richard I. (ed.)
Perspectives on Educational Change, New York:
 Appleton-Century-Crofts, 1967.
 00844
- Miller, Richard I.
 "The Process of Change and Title III," A Re-
 port of the Panel on the Process of Change at
 a Special United States Office of Education
 Conference on Title III of the Elementary and
 Secondary Education Act of 1965, Washington,
 D.C.: May 16-17, 1966, 16 pp.
 01367
- Miller, Richard I.
 "Research, Development and Change in the
 United States," A Paper Prepared for the In-
 ternational Conference on Emerging Strategies
 and Structures for Educational Change, Toron-
 to, Canada: June 12-15, 1966, 9 pp.
 01366
- Miller, Richard I.
 "Some Current Developments in Educational
 Change," in Miller, Richard I. (ed.) A Multi-
disciplinary Focus on Educational Change, Vol.
 38, No. 2, Lexington, Ky.: Bureau of School
 Service, College of Education, University of
 Kentucky, 1965.
 00723 CLS
- Miller, Richard I.
 "The Role of Educational Leadership in Imple-
 menting Educational Change," paper presented
 at the Symposium on System Analysis and Man-
 agement Techniques for Educational Planners,
 Orange, California, 1967.
 06443
- Miller, Richard I.
 "Some Observations and Suggestions," in Miller,
 R. I. (ed.) Perspectives on Educational Change,
 New York: Appleton-Century-Crofts, 1966.
 00237
- Miller, Robert H.
 "An Exploratory Study to Develop a Method of
 Using Electronic Data-Processing for Rapid
 Identification of Operational Barriers to
 Utilization of Selected Audiovisual Materials,"
 (Abstract) AV Communication Review, 1965, Vol.
 13, p. 224.
 06665
- Miller, S. M.
 "Planning for Participation," Journal of So-
cial Issues, 1949, Vol. 5, pp. 33-35.
 06839
- Miller, S. M. and Rein, Martin
 "The Demonstration as a Strategy of Change,"
 Paper Presented at Mobilization for Youth
 Training Institute of Urban Community Develop-
 ment Projects, Columbia University School of
 Social Work, New York, April 1964.
 00406
- Milliken, Max
 "Inquiry and Policy: The Relationship of Know-
 ledge to Action," Human Meaning of the Social
Sciences, New York: Meridian Books, 1959.
 06115
- Mills, Donald L.
 "The Sociologist in the Industrial Position:
 another Opinion," Sociological Inquiry, 1961,
 Vol. 31, No. 2, pp. 157-166.
 3350 SA
- Mills, Judson, & Abraham, Ross
 "Effects of Commitment and Certainty Upon
 Interest in Supporting Information," Journal
of Abnormal Social Psychology, 1964, Vol. 68,
 No. 5, pp. 552-555.
 -2998
- Mills, Judson and Jellison, Jerald M.
 "Effect on Opinion Change of How Desirable
 the Communication Is to the Audience the Com-
 munication Addressed," Journal of Personality
and Social Psychology.
 -06048

- Minneweit, H. et.al.
Television and The Child, London: Oxford University Press, 1958.
 405
- Miner, Horace
 "Culture Change Under Pressure: A Hausa Case," Human Organization, Fall 1960, Vol. 19, pp. 164-167.
 3854
- Miner, J. B.
 "The Effect of a Course in Psychology on the Attitudes of Research and Development supervisors," Journal of Applied Psychology, 1960, Vol. 44, pp. 169-171.
 3161
- Miracle, M. P.
 "Introduction and Spread of Maize in Africa," Journal of African History, 1965, Vol. 6, No. 1, pp. 39-55.
 837 AA
- Miro, Carmen A. and Rath, Ferdinand
 "Preliminary Findings of Comparative Fertility Surveys in Three Latin-American Cities," Milbank Memorial Fund Quarterly, 1965, Vol. 43, pp. 36-68.
 2350
- Misra
Diffusion Studies in Social Sciences: A Bibliography. India: University of Mysore Research Paper 6, 1966.
 06444
- Mitchell, A.
 "Fluoridation in Dunedin: A Study of Pressure Groups and Public Opinion," Political Science, March 1960, Vol. 12, pp. 71-93.
 1011
- Mitchell, H. E. and Mudd, E. H.
 "Anxieties Associated with the Conduct of Research in a Clinical Setting," American Journal of Orthopsychiatry, 1957, Vol. 27, pp. 310-323.
 03958 CA
- Mitchell, Howard E., et.al.
 "Counselors' Attitudes Toward Technical Aids to the Counseling Process," Social Casework, April 1955, Vol. 36, pp. 165-174.
 01798 CA
- Mitchell, J. R.
A Study of the Effects on Education of Community Development Programs, Ph.D. Thesis, Seattle: University of Washington.
 03714
- Mituick, Leonard L. & McGuinies, Elliot
 "Influencing Ethnocentrism in small Discussion Groups Through a Film Communication," Journal of Abnormal Social Psychology, 1958, Vol. 56, pp. 82-90.
 1645
- Mitrani, Nora
 "Reflections on Technical Operation, Technicians and Technocrats," Cahiers Internationaux De Sociologie, July-December 1955, Vol. 19, pp. 157-170.
 1227
- Mitzel, Harold E. and Brandon, George L., et.al.
Experimentation With Computer-Assisted Instruction in Technical Education, University Park, Pa.: Pennsylvania State University Computer Assisted Instruction Laboratory, December 1966.
 06213 CLS
- Modell, W.
 "Hazards of New Drugs," Science, March 1963, Vol. 139, pp. 1180-1185.
 1010
- Mohammed, Mary F. Bucklin
 "Patients' Understanding of Written Health Information," Nursing Research, 1964, Vol. 13, No. 2, pp. 100-108.
 3010
- Mohr, J. W.
 "Notes on the Development of an Empirical Basis for Criminal Legislation," Criminal Law Quarterly, July, 1966, Vol. 8, pp. 435-444.
 00401 CA
- Mohr, Lawrence
Determinants of Innovation in Organizations, Ph.D. Thesis, Ann Arbor: University of Michigan, 1966.
 03051
- Molitor, A.
 "The Influence of Political Regimes and Institutional Forms on Degree of Participation of specialists in the conduct of Public Affairs," Annales De Droit Et De Sciences Politiques (Louvain), 1962, Vol. 22, No. 1-2, pp. 19-32.
 1157 I.P.S.A.
- Monahan, W. G.
 "School and Press: Research Dimensions," Theory into Practice, Oct. Vol. 3, pp. 140-146.
 3738

- Monroe, M. E.
Library Adult Education: The Bibliography of an Idea, New York: Scarecrow Press, 1963.
3729
- Moore, Dorothy N., et.al.
"Data Utilization for Local Mental Health Program Development," Community Mental Health Journal, 1967, 3(1):30-32.
06331
- Moore, D. F.
"The Inherent Limitations of Non-Medical Administrations," Hospital & Community Psychiatry, 1966, Vol. 17, No. 4, pp. 101-103.
3246
- Moore, E. Hamelton
"The Role of the Scientist In Industry," Australian Quarterly, Sept. 1960, Vol. 32, pp. 41-8.
3290
- Moore, Wilbert E.
Social Change, Englewood Cliffs, New Jersey: Prentice Hall Inc., 1965, 120 pp.
01816
- Moore, Wilbert
"Sociology in Developing Areas," in Lazarsfeld Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 643-654.
06666
- Moorow, R. S. & Kinney, M. M.
"The Attitudes of Patients Regarding the Efficacy of Reading Popular Psychiatric & Sociological Articles & Books," Mental Hygiene, Jan. 1959, Vol. 43, pp. 87-92.
1301
- Moravcsik, Michael J.
"Private and Public Communications in Physics," Physics Today, March, 1965, Vol. 18, pp. 23-26.
02188 CA
- Moravcsik, M. J. and Pasternack, S.
"A Debate on Preprint Exchange," Physics Today, 1966, Vol. 19, No. 6, pp. 60-73.
05246 CA
- Moreno, Jacob L.
Who Shall Survive?, Beacon New York: Beacon House, 1953, pp. 440-450.
-01811
- Morgan, Clifford T.
Introduction to Psychology, New York: McGraw-Hill, 1956, 676 pp.
-06366
- Morgan, James
"Who Uses Seat Belts," Behavioral Science, November 1967, Vol. 12, No. 6, p. 463.
06507 CLS
- Morgan, James N., Sirageldin, Ismail A. and Baerwaldt, Nancy
Productive Americans: a Study of How Individuals Contribute to Economic Progress, Ann Arbor: University of Michigan, Survey Research Center Monograph #43, 1966, 546 pp.
06326
- Morison, R. S.
"Laboratory Research in a Medical School Hospital and Its Relationship to the University and Community it Serves," Bulletin of the Tufts New England Medical Center, July-September 1959, Vol. 5, pp. 97-102.
00400
- Morozova, E. N.
"Improve the Propagation at Technical Literature," NLL Translations Bulletin (Dept. of Scientific & Industrial Research, London), April 1961, Vol. 3, pp. 320-327.
2748
- Morphet, Edgar L. and Ryan, Charles O. (eds.)
Planning and Effecting Needed Changes in Education, Englewood Cliffs, New Jersey: Citation Press, 1967.
06075 CLS
- Morphet, Edgar and Ryan, Charles (eds.)
Designing Education for the Future, No. 1 - Prospective Changes in Society by 1980, New York: Citation Press, 1967.
07123 CLS
- Morphet, Edgar and Ryan, Charles (eds.)
Designing Education for the Future, No. 2 - Implications for Education of Prospective Changes in Society, New York: Citation Press, 1967.
07124 CLS
- Morphet, Edgar and Ryan, Charles (eds.)
Designing Education for the Future, No. 3 - Planning and Effecting Needed Changes in Education, New York: Citation Press, 1967.
07125 CLS
- Morphet, Edgar and Jesser, David (eds.)
Designing Education for the Future, No. 4 - Cooperative Planning for Education in 1980, New York: Citation Press, 1967.
07126 CLS
- Morphet, Edgar and Jesser, David (eds.)
Designing Education for the Future, No. 5 - Emerging Designs for Education, New York: Citation Press, 1967.
07127 CLS
- Morphet, Edgar and Jesser, David (eds.)
Designing Education for the Future, No. 6 - Planning for Effective Utilization of Technology in Education, New York: Citation Press, 1967.
07128 CLS

- Morris, Clarence
"Justice and Scientific Method," Columbia Law Review, 1960, Vol. 60, pp. 936-943.
01009 CA
- Morris, N. S.
"Research, Punishment and Rehabilitation," Brief Case, Dec. 1965, Vol. 24, p. 91.
399
- Morris, R. (ed.)
Centrally Planned Change: Prospects and Concepts. New York, NASW, 1964.
06543
- Morrison, Denton E.
Achievement Motivation: A Conceptual and Empirical Study in Measurement Validity, Ph.D. Thesis, Madison: University of Wisconsin, 1962.
2347
- Morrison, Denton E.
"Achievement Motivation of Farm Operators: A Measurement Study," Rural Sociology, 1964, Vol. 29, pp. 367-384.
2097
- Morrison, Philip
"The Innovation Industry," Monthly Review, July-August 1959, Vol. 11, pp. 103-110.
2572
- Morrison, William Almy
"The Relationship of Family Size and Socio-Cultural Variables to Attitudes Toward Family Planning in a Village of India," Dissertation Abstracts, 1957, Vol. 17, pp. 2700-2701.
01721 DA
- Morse, N. and Reimer, E.
"The Experimental Change of a Major Organizational Variable," Journal of Abnormal Social Psychology, 1955, Vol. 52, pp. 120-129.
06712
- Mort, Paul R.
Educational Adaptability, New York: Metropolitan School Study Council, Teachers College, Columbia University, pp. 23.
1061
- Mort, Paul R.
"Studies in Educational Innovation From the Institute of Administrative Research," Miles, Matthew B. (ed.), Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, New York, 1964.
1191
- Mort, Paul R.
Theory and Synthesis of a Sequential Sample, New York: Institute of Administrative Research, Teachers College, Columbia University, 1960.
03911
- Mort, Paul R. and Cornell, Francis G.
Adaptability of Public School Systems, New York: Columbia University Teachers College Bureau of Publications, 1938.
2379
- Mort, Paul R. and Cornell, Francis G.
American School in Transition, New York: Bureau of Publications, Teachers College, Columbia University, 1941, pp. 528.
1052
- Mort, Paul R. and Pierce, Truman A.
A Time Scale for Measuring the Adaptability of School Systems, New York: Columbia University Teachers College, Metropolitan School Study Council, 1947.
2377 AA
- Morton, F. R.
"The Foreign Language Program and the Language Laboratory," Guinn Curriculum Study, Ann Arbor, University of Michigan, 1960, pp. 43-45.
05247
- Morton, Jack A.
"From Research to Technology," International Science and Technology, May 1964, Vol. 29, pp. 82-92.
06840
- Morton, J. A.
"A Model of the Innovative Process (As Viewed from a Science-Based Integrated Industry)," Proceedings from Technology Transfer and Innovation sponsored by the National Planning Association, National Science Foundation, May 15-17, 1966, p. 21.
07050
- Mosher, Edith K.
What About the School Research Office?, Berkeley, California: Far West Laboratory for Educational Research and Development, July 1968, 64 pp.
07036 CLS
- Moskowitz, Gertrude
"TV Versus Classroom Instruction in Foreign Language: A Study of Elementary School Children's Attitudes," Journal of Experimental Education, Winter 1964, 33:175-81.
06090
- Moss, J. Joce
"Newcomer Family Acceptance-Rejection of the Community and the Process of Assimilation," Rural Sociology, 1956, Vol. 21, pp. 302-306.
01704
- Most, S. & Kessler, S. S.
"Abstract Services for specified Research Areas of High Current Interest: A Preliminary Report," American Documentation, Jan. 1962, Vol. 13, pp. 86-89.
2765

- Mosteller, F.
"Use as Evidenced by an Examination of Wear and Tear on Selected Sets of ESS," in Davis, K. et.al., A Study of the Need for a New Encyclopedic Treatment of the Social Sciences, (Unpublished Manuscript), 1955, pp. 167-174.
07016
- Mote, L. B.
"Reasons for the Variations in the Information Needs of Scientists," Journal of Documentation, December 1962, Vol. 18, pp. 169-175.
02775 AAM
- Moulin, L.
"Technocracy: Bugaboo & Temptation of the Modern World," Research Publication, 1962, Vol. 4, No. 1, pp. 28-50.
03382 SA
- Moyer, F. C.
"Information Service for the American Food Industry," Food Technology, Jan. 1963, Vol. 17, pp. 324.
2776
- Mueller, Eva L.
"Why Consumers Behave as They Do," Think, January-February 1965, Vol. 31, No. 1, pp. 16-20.
05248
- Mulay, Sumati and Ray, G. L.
"Caste and Adoption of Improved Farm Practices," Indian Journal of Extension Education, Vol. 1, pp. 106-111, 1965.
2376
- Mulford, Charles Lee
"Relation Between Community Variables and Local Industrial Development Corporations," M.S. Thesis, Ames: Iowa State University, 1959.
02258
- Mullins, Nicholas C.
"An Organizational Approach to Informal Communications Among Scientists," Paper read at Meeting of Eastern Sociological Association, April, 1967.
06594
- Mulrooney, Thomas F.
"How Certification of Schools Helps Stimulate Interest in More Tuberculin Testing Among School Children," Journal of School Health, November, 1964, Vol. 34, pp. 428-432.
12011
- Munier, J. H.
"Communications in a Research and Development Organization," Research/Development, July 1966, Vol. 17, pp. 26-29.
2185
- Murase, Kenneth
"Some Considerations for Programs of Social and Technical Assistance," Social Service Review, September, 1955, Vol. 29, pp. 241-246.
01882 AA
- Murdock, John W. and Liston, David M. J.
"A General Model of Information Transfer," American Documentation, October 1967, Vol. 18, pp. 197-208.
06595
- Murphy, Gardner
"Motivation and Curriculum Change," A Paper Presented for the Second Association for Supervision of Curriculum Development Seminar on Strategy for Curriculum Change, Atlanta, Georgia: 1966, 11 pp.
01807
- Murphy, Gardner
"Communication and Mental Health," Psychiatry, 1964, Vol. 27, No. 2, pp. 100-106.
- 2233
- Murray, E.
"What are the Problems of Communication in Human Relations?" Journal of Communication, 1951, Vol. 1, No. 1.
00856
- Murray, Henry A.
Explorations in Personality, New York: Oxford, 1938.
- 06328
- Murray, Henry A. and Kluckhohn Clyde
"Outline of a Conception of Personality," Kluckhohn, C., Murray, H. A. and Schneider, D. M., Personality in Nature, Society and Culture, New York: Knopf, 1954.
- 06329
- Myers, John G.
"Patterns of Interpersonal Influence in the Adoption of New Products," paper presented at the American Marketing Association, Bloomington, Indiana, 1966.
06445
- Myers, Sumner
"Attitude and Innovation," International Science and Technology, Oct. 1965, Vol. 46, pp. 91-96.
06841
- Myers, Sumner
Industrial Innovations, Their Characteristics and Their Scientific and Technical Information Bases, Special report to the National Science Foundation, 1966.
06842

- Myren, Delbert T.
Communications in Agricultural Development,
 Mexican Agricultural Program of the Rockefeller Foundation, Londres, Mexico: 1965,
 101 pp.
 03927 CLS
- Myren, Delbert T.
 "The Rural Communications Media as A Determinant of the Diffusion of Information about Improved Farming Practices in Mexico," Paper Presented at Rural Sociological Society, Washington, D.C.: 1962.
 02375
- Myren, Delbert Theodore
 "A Study of the Distribution of Mass Media Among Farmers and the Relationship of this Distribution to Certain Socio-Economic Characteristics," Dissertation Abstracts, 1956, Vol. 16, pp. 746.
 00397 DA
- Myers, J. Arthur
 "Eradication of Tuberculosis From the Schools of America," Journal of School Health, Dec. 1964, Vol. 34, pp. 458-463.
 03724
- N**
- Nader, Ralph
 "Inventions and Their Uses," (Review of D. A. Schon, Technology and Changes), New Republic, July 22, 1967, pp. 32-34.
 06094 CLS
- Nafzinger, R. O. & White, D. M.
Introduction to Mass Communication Research, Association for Education in Journalism Council on Communications Research, Journalism Monographs No. 6, Baton Rouge: Louisiana State University Press, 1958.
 03816
- Naisbitt, John
 "Some Average Drivers Tell Why They Don't Wear Safety Belts," Traffic Safety, May 1961.
 06731
- Napley, D.
 "Innovation is not Reform," Law Society's Gazette, Sept. 1966, Vol. 63, pp. 333.
 00452
- Nash, D. and Schaw, L. C.
 "Personality and Adaptation in an Overseas Enclave," Human Organization, Winter 1962-1963, Vol. 21, pp. 252-263.
 00790

- Naquin, C. J.
 "Factors Associated with the Adoption of Selected Dairy Farming Practices, Avoyelles Parish, 1956," M.S. Thesis, Baton Rouge: Louisiana State University, 1957.
 02374
- Narayan, J. P.
 "Farmers' Attitude and Beliefs in Relation to Adoption of Improved Agricultural Practices," M.S. Thesis, Bhagalpur, India: Agricultural College Sabour, 1963.
 02373
- National Academy of Sciences
 "International Conference on Scientific Information, 1958," Washington, D.C.: Proceedings, National Academy of Sciences, 1959, 20 pp.
 02778
- National Academy of Sciences
The Behavioral Sciences and the Federal Government, Washington, D.C.: Advisory Committee on Government Programs in the Behavioral Sciences, National Research Council, 1968, Publication #1680.
 07101 CLS
- National Academy of Sciences-National Research Council
 "Report of Subcommittee on Dissemination of Scientific Information to Behavioral Scientists," Washington, D.C.: National Academy of Sciences, January 1967, pp. 39.
 05249 CLS
- National Aeronautics and Space Administration
The Left Hand and the Right Hand (now called Technology Utilization Inforum), April 25 and May 25, 1966.
 06844
- National Aeronautics and Space Administration
NASA's Technology Utilization Program, 1965.
 06843
- National Aeronautics and Space Administration, Technology Utilization Division
Selected Listing of Technology Utilization Publications, (including all Tech Briefs Through Dec. 1965), 1966.
 06846
- National Aeronautics and Space Administration
Technology Utilization Inforum, Vol. 4, June 25, Vol. 5, Aug 8, and Vol. 6, Sept. 6, 1966.
 06845
- National Aeronautics and Space Administration
Technology Utilization Program, 1963, pp. 12.
 05250

National Analysts, Inc.
"Modern Medicine, magazine readership study,"
Dec. 14, 1949, 27 pages.
00699

National Analysts, Inc.
Medical Periodical Study, Sept. 1950, 34
pages.
00700

National Analysts, Inc.
"A Readership Study," Modern Medicine, Oct.
1956, 44 pp.
00451

National Association of Secondary-School Principals
"Changing Secondary Schools," The National
Association of Secondary-School Principals
Bulletin, May 1963, Vol. 47, No. 283, pp. 168.
01049

National Catholic Welfare Conference
Communications Seminar for Dioceses, Reli-
gious Orders and Institutions: The Church
and Communications Arts, Bureau of Informa-
tion, National Catholic Welfare Office, 1960,
188 pp.
13273

National Commission on Technology, Automation, and
Economic Progress
Adjusting to Change: Appendix Vol. III, Feb-
ruary 1966.
05251

National Commission on Technology, Automation, and
Economic Progress
"Applying Technology to Unmet Needs," Appen-
dix, Vol. V, Technology and the American Econ-
omy, The Report of the Commission, 1966.
06847

National Commission on Technology, Automation, and
Economic Progress
Educational Implications of Technological
Change, Appendix Vol. IV, February 1966.
05253

National Commission on Technology, Automation, and
Economic Progress
The Employment Impact of Technological Change,
Appendix Vol. II.
05255

National Commission on Technology, Automation, and
Economic Progress
Outlook for Technological Change and Employ-
ment: Appendix Vol. I, February 1966.
05254

National Commission on Technology, Automation, and
Economic Progress
Statements Relating to the Impact of Techno-
logical Change, February 1966.
05256

National Council of Teachers of Mathematics
The Revolution in School Mathematics, Washing-
ton, D.C.: National Council of Teachers of
Mathematics, 1961.
01705

National Education Association Center for the
Study of Instruction
From Bookshelves to Action, A Guide to Using
the Recommendations of the National Education
Association Project on Instruction, Washington,
D.C.: The National Education Association Cen-
ter for the Study of Instruction, 1964, 32 pp.
03296

National Education Association Department of Audio-
visual Instruction
"The New Education Legislation," Audiovisual
Instruction, Oct. 1965, Vol. 10, pp. 611-682.
02621

National Education Association Development Project
Change and Renewal, Washington, D.C.: National
Education Association, 1967, 33 pp.
06240 CLS

National Education Association Education Policies
Commission
Mass Communication and Education, Washington,
D.C.: The National Education Association Edu-
cation Policies Commission, 1958.
03874

National Education Association Project on Instruc-
tion
Education in a Changing Society, Washington,
D.C.: National Education Association, 1963,
166 pp.
06446

National Education Association, Project on Instruc-
tion
Planning and Organizing for Teaching, Washing-
ton, D.C.: National Education Association,
1963, 190 pp.
06447

National Education Association Project on Instruc-
tion
The Principals Look at the School, Washington,
D.C.: The National Education Association, 1962,
75 pp.
03705

"National Elementary Science Curriculum Projects,"
Science and Children, March 1968, Vol. 5, No.
6, pp. 22-3.
06848

National Field Service
"Reading Preferences of Resident Physicians,"
National Field Service, September 1959.
00701

National Institute of Audio-Visual Education
Effectiveness of Films in Teaching, New Delhi,
 India: Abstracted in B. Duke, ed., Survey of
Educational Media Research in the Far East,
 Washington, D.C.: United States Office of
 Education, 1963, p. 136.
 02006

National Institute of Community Development
Perception of National Emergency in Village
India, Radha Bhavan, Mussoories, 1963.
 02372 CA

National Opinion Research Center, University of
 Chicago, N.O.R.C. Interview Study of American
Cancer Society Professional Education Program
 Report No. 73, Jan. 1960, 58 pages.
 00709 CA

National Research Council, Committee on Informa-
 tion in the Behavioral Sciences
Communication Systems and Resources in the
Behavioral Sciences, National Academy of Sci-
 ences, Washington, D.C.: 1967.
 06596

National Research Council of the National Academy
 of Science
The Proceedings of the International Confer-
ence on Scientific Information, Washington,
 D.C.: Government Printing Office, 1959.
 06849

National Science Foundation
Current Projects on Economic and Social Impli-
cations of Scientific Research and Develop-
ment, 1960. 1961, 124 pp. National Science
 Foundation 60-79.
 03291

National Science Foundation
Decision-making on Research and Development
in Business Firms, February 1964, No. 44,
 pp. 8.
 05258

National Science Foundation
"Diffusion of Technological Change," In Re-
views of Data on Research on Development,
 Washington, D.C.: National Science Foundation
 Report 31, 1961.
 01283 AA

National Science Foundation
Federal Funds for Research, Development and
Other Scientific Activities, NSF 65-13, Wash-
 ington, D.C.: 1965.
 06850

National Science Foundation
Federal Funds for Research, Development and
Other Scientific Activities, Fiscal Years
1964, 1965, 1966, Vol. XIV, Washington, D.C.:
 NSF 65-19.
 06851

National Science Foundation
"Innovation in Individual Firms," Reviews of
Data on Research and Development, No. 34, June
 1962, NSF-62-16.
 06852

National Science Foundation
Inquiries into Industrial Research and Devel-
opment and Innovation - Reviews on data of
R & D, 1963, No. 38.
 05260

National Science Foundation
National Science Foundation Programs for Dis-
semination of Scientific Information, October
 1961, pp. 16.
 05261

National Science Foundation
Programs for Improving Dissemination of Scien-
tific Information, September 1964.
 05262

National Science Foundation
Publication of Basic Research Findings in In-
dustry, 1957-59, National Science Foundation
 61-62, Washington, D.C.: 1961, 41 pp.
 01005

National Science Foundation Division of Scientific
 Personnel and Education
"The Role of the National Science Foundation
in Course Content Improvement in Secondary
Schools," School Review, Spring 1962, Vol. 70,
 pp. 1-15.
 03864 CA

National Science Foundation
Science Course Improvement Projects, National
 Science Foundation 64-68, Washington, D.C.:
 Government Printing Office, 1964.
 03709

National Science Foundation
Scientific Personnel Resources: A Summary of
Data on Supply, Utilization, and Training of
Scientists and Engineers, Washington, D.C.:
 Government Printing Office, 1955, Vol. 9,
 pp. 86.
 05263

National Science Foundation
Technology Transfer and Innovation, NSF 67-5,
 1966.
 06853

National Science Foundation
"Technology Transfer and Innovation " Proceed-
ings of the Conference under auspices of Na-
tional Planning Association, May 15-17, 1966.
 07048 CLS

- National Society for the Study of Education
Behavioral Science and Educational Administration, 63rd Yearbook, Part II, Chicago: University of Chicago Press, 1964.
03836
- National Society for the Study of Education
The Changing American School, Sixty-fifth Yearbook, Part II, Chicago: University of Chicago Press, 1966, 319 pp.
06448
- National Society for the Study of Education
Social Forces Influencing American Education, 60th Yearbook, Part II, Chicago: University of Chicago Press, 1961, 252 pp.
02742 CA
- Nation's Business
"Sell Your Ideas," Nation's Business, March 1961, Vol. 49, pp. 66-68.
00484
- Natoli, A.
"On the Importance of Participation in Scientific Research in the Formative Education of Practicing Physician," Progressive Medicine, Vol. 15, No. 3, pp. 646-647, Oct. 1959.
00450
- Neagley, Ross L. and Evans, N. Dean
Handbook for Effective Supervision of Instruction, Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1964.
02838
- Neal, Helen (ed.)
Better Communications for Better Health, New York: National Health Council and Columbia University Press, 1962.
06160 CA
- Nealy, S. and Fiedler, F.
"Leadership Functions of Middle Managers," Psychological Bulletin, 1968, Vol. 70, pp. 313-329.
07144
- Neelamaghan, A.
"Periodicals and Scientific Communication," Annals of Library Science, Dec. 1962, Vol. 9, pp. 182-188.
02753
- Neff, R; Erfurt, J. and Mann, F.
"Report of an Organizational Study and of Efforts to Initiate Use of It," Center for Research on Utilization of Scientific Knowledge, Institute for Social Research, Ann Arbor: July 1965.
06192
- Neill, Ralph E.
"Achievement Motivation Among Ohio Farmers," M.S. Thesis, Columbus: Ohio State University, 1963.
02214
- Neill, Ralph E. and Rogers, Everett M.
Measuring Achievement Motivation Among Farmers, Columbus: Ohio Agricultural Experiment Station Departmental Series, 1963.
02065
- Nelson R. R.
"The Economics of Invention: A Survey of the Literature," Journal of Business, April 1959, Vol. 32, pp. 101-127.
01004 CA
- Nelson, R. R. and Phelps, E. S.
"Investment in Humans, Technological Diffusion and Economic Growth," American Economic Review: Papers and Proceedings, May 1966, Vol. 56, pp. 69-82.
00448
- Nelson, William P. and Woolsey, Frank M. Jr.
"Two-way radio Conferences for Postgraduate Medical Education," New York Journal of Medicine, Oct. 15, 1958, Vol. 58, pp. 3322-3325.
00658
- Neurath, Paul M.
"Radio Farm Forum as a Tool of Change in Indian Villages," Economic Development and Cultural Change, April 1962, Vol. 10, No. 3, pp. 275-283.
01252
- Neurath, Paul M.
Radio Farm Forum in India, Delhi: Government of India Press, 1960.
02370
- New England Journal of Medicine
"Advertising Questionnaire Results," June 1959, 4 pp.
00711
- New Hampshire Heart Association
"New Hampshire Pilot Study: A Report by the Committee on Professional Education," Concord: New Hampshire Heart Association, 1964, 16 pp.
00712 CA
- Newcomb, T. M.
"Autistic Hostility and Social Reality," Human Relations, 1947, 1:69-86.
-06257
- Newcomb, T. M.
"Persistence and Regression of Changed attitudes: Long Range Studies," Journal of Social Issues, Oct. 1963, Vol. 19, pp. 3-14.
-00819

- Newcomb, T. .
Personality and Social Change, New York:
 Dryden, 1943.
 - 06302
- Newcomb, T. M., Turner, R. and Converse, P.
Social Psychology, New York: Holt, Rinehardt
 and Winston, 1965.
 - 06297
- Newell, C. A.
Class Size and Educational Adaptability, New
 York: Bureau of Publications, Teachers Col-
 lege, Columbia University, 1943.
 01050
- Newman, Joseph W.
Motivation Research and Marketing Management,
 Boston: Harvard University Graduate School of
 Business Administration Division of Research,
 1957.
 03100
- Newman, Joseph W.
 "Working With Behavioral Scientists," Harvard
 Business Review, July-August 1958, Vol. 36,
 pp. 64-74.
 01003 CA
- "New Product Development via Contract Services,
 Symposium," Chemical Engineering Progress,
 April 1963, Vol. 59, pp. 9-14, Sept. 1963,
 pp. 13-24.
 02199
- New York State Audio-Visual Council
A Project to Improve the Dissemination of
 Information About New Instructional Media and
 Their Use in the Schools Within A State,
 Syracuse, New York: The New York State Audio-
 Visual Council, Syracuse University, 1961.
 03771
- New York State Education Department
To Facilitate Educational Innovation: A Pro-
 gram for the Center on Innovation In Education
 Prepared by Basic Systems, Inc., August 1965,
 61 pp.
 00447
- Nichols, George C. and Others
Basic Research, Applied Research and Develop-
 ment in Industry, National Science Foundation
 Paper from Superintendent of Documents, 1966,
 pp. 185.
 05264
- Nichols, Keith M.
 "Farming Information Sources Preferred by
 Iowa Farmers," M.S. Thesis, Ames: Iowa State
 University, 1959.
 02368
- Nicosia, F. M.
 "Opinion Leadership and the Flow of Communi-
 cation: Some Problems and Prospects," in Smith,
 L. G. (eds.) Reflections on Progress in Market-
 ing, Proceedings, American Marketing Associa-
 tion, Winter Conference, December 1964.
 06667
- Niehoff, Arthur H.
 "Intra-Group Communication and Induced Change,"
 paper presented at the Society for Applied
 Anthropology, Washington, D.C.: 1967.
 06449
- Niehoff, Arthur H.
 "Theravada Buddhism: A Vehicle for Technical
 Change," Human Organization, 1964, Vol. 23,
 pp. 108-112.
 02393 CA
- Niehoff, Arthur H. and Anderson, J. Charnel
 "Peasant Fatalism and Socio-Economic Innova-
 tion," Unpublished Paper, Washington, D.C.:
 George Washington University, Hummro, 1964.
 02094
- Niehoff, Arthur H. and Anderson, J. Charnel
 "Positive, Negative, and Neutral Factors: The
 Process of Cross Cultural Innovations," Inter-
 national Development Review, 1964, Vol. 6,
 pp. 5-11.
 02367
- Niehoff, Arthur H. and Charnel, Anderson J.
 "The Process of Cross-Cultural Innovation,"
International Developments Review, June 1964,
 Vol. 6, No. 2, pp. 5-11.
 03005 SA
- Nielson, James & Bittner, R. F.
 "Farm Practice Adoption in Michigan," East
 Lansing: Michigan Agricultural Experimentation
 Station, Technical Bulletin, 263, Jan. 1958,
 64 pp.
 03310
- Nikhade, D. M.
 "Adoption of Agricultural Practices in Rela-
 tion to Some Aspects of Social Change," M.S.
 Thesis, Nagpur, India: College of Agriculture,
 1963.
 02364
- Nikiforuk, P. H., & Mantle, J. B.
 "Industrial Sponsored Research and the Cana-
 dian Universities," Engineering Journal, Feb-
 ruary 1965, Vol. 48, pp. 25-30.
 02193 AA
- Nimkoff, Meyer F.
 "Obstacles to Innovation," in Allen, Francis
 R. et.al., Technology and Social Changes, New
 York: Appleton-Century-Crofts, 1957, pp. 56-71.
 02888 CA

Noall, M. F. and Winget, L.

"Staff Utilization Studies Help With Education: The Physics Film Project," Bulletin of the National Association of Secondary School Principals, January 1957, Vol. 43, pp. 183-195.

05265

Nokes, Peter

"Feedback as an Explanatory Device in the Study of Certain Interpersonal and Institutional Processes," Human Relations, 1961, Vol. 14, No. 4, pp. 381-387.

01758 CA

Norberg, Kenneth D.

"Some Implications Drawn From Papers Read at the Symposium," Meierhenry, Wesley C., (ed.) Media and Educational Innovation, University of Nebraska Extension Division and University of Nebraska Press, 1964.

02625 CLS

North Central Rural Sociology Subcommittee for the Study of Diffusion of Farm Practices

Adopters of New Farm Ideas: Characteristics and Communications Behavior, East Lansing: Michigan AES Bulletin, 1961.

06668

North Central Rural Sociology Committee

Bibliography of Research in Social Factors in the Adoption of Farm Practices, Iowa State College, Ames: 1955.

01742

North Central Rural Sociology Subcommittee for the Study of Diffusion of Farm Practices

Diffusion Research Needs, Ames: Iowa State University, North Central Regional Publication, 1966.

06450

North Central Rural Sociology Committee

How Farm People Accept New Ideas, Iowa State College, Ames: 1955.

02877

Norwood, William Frederick

An Evaluation of Progress of Post-Doctoral Medical Education in Eighteen Medical Schools, W. K. Kellogg Foundation, August 1952, 153 pp.

00677

Notkin, H. et.al.

"Knowledge and Utilization of Health Services by Public Assistance Recipients, II, Reported Illness and Therapeutic Services," American Journal of Public Health, 1958, Vol. 48, pp. 319-327.

05266

Nunnally, Jum C.

"The Communication of Mental Health Information: A Comparison of Experts and the Public With Mass Media Presentations," Behavioral Scientist, 1957, Vol. 2, pp. 222-237.

11417

Nunnally, Jum C.

"Experimental Studies of Communication Effectiveness," in Katz, Elihu, et.al. (eds.) Studies of Innovation and of Communication to the Public, Vol. 2, Stanford, California: Institute for Communication Research, 1962.

03204 AA

Nunnally, Jum C.

"The Incentive Value of Mental Health Information: A Report on the 'Information Interest Survey'," Dittoed Material, January 27, 1957.

02961

Nunnally, Jum C.

Popular Conceptions of Mental Health, New York: Holt, Rinehart & Winston, 1961.

01332

Nunnally, Jum C. & Bobren, Howard

"Variables Governing the Willingness to Receive Communications on Mental Health," Journal of Personality, March 1959, Vol. 27, pp. 38-46.

01669 CA

Nunnally, J. and Kittross, J. M.

"Public Attitudes Toward Mental Health Professions," American Psychologist, 1958, Vol. 13, pp. 589-594.

05267

Nye, Ivan

The Relationship of Certain Factors to County Agent Success, Columbia: Missouri Agricultural Experiment Station Research Bulletin 498, 1952.

02363

Nyquist, E. B.

Emerging Strategies and Structures for Educational Change, Albany, New York: University of the State of New York, State Education Department.

03909

Nystrand, Raphael Owens

An Analysis of the Implications of Community Action Programs for Educational Decision-Making, Ph.D. Thesis, Northwestern University 1966, 300 pp.

06854

Nystrand, Raphael O. and Bertolaet, Frederick

"Strategies for Allocating Human and Material Resources," Chapt. VI in Review of Educational Research, Oct. 1967, Vol. XXXVII, No. 4, pp. 448-468.

06855

Oakley, John William

The Adoption of Recommended Forestry Practices By Small Woodland Owners in Grenada County, Mississippi, State College, Mississippi State University, 1965.
02361

Oberg, Kalervo and Rios, Jose Arthur

"A Community Improvement Project in Brazil," Paul, Benjamin D. (ed.) Health, Culture and Community, New York: Russell Sage Foundation, 1955, pp. 349-375.
02362 CA

Office of the Minister for Science

The Management and Control of Research and Development, New York: British Information Service, 1961, 129 pp.
01001

Ofiesh, Gabriel D.

"Innovations in the Air Force," Symposium on Education and Development, Comparative Education Review, Vol. 8, pp. 5-47, June 1964.
00858

Ofiesh, Gabriel D.

A Proposal for a National Research and Development Program in Educational Technology for American Education, Appendix IV: Educational Implications of Technological Change, National Commission on Technology, Automation and Economic Progress, U.S. Government Printing Office, Feb. 1966.
03073

Ogburn, William R.

"The Hypothesis of Cultural Lag," Etzioni, Amitai, and Etzioni, Eve (eds.) Social Change: Sources, Patterns, and Consequences, New York: Basic Books, Inc., 1964, pp. 459-462.
05268

Ogburn, William F.

Social Change, New York: Viking Press, Inc., 2nd Edition, 1950.
01364 CA

Ogburn, William F.

"Social Trends," Sociology and Social Research, 1957, Vol. 42, pp. 3-9.
01730

Ohio State University, School of Education

Strategies for Educational Change Newsletter, School of Education, The Ohio State University, Columbus, Ohio.
053.

Ohlin, Lloyd

"Prospects for Planning in American Social Welfare," in Morris, R. (ed.) Centrally Planned Change: Prospects and Concepts, New York: NASW, 1964, pp. 125-146.
06541

Oikawa, S.

"Application of Beutel's Experimental Jurisprudence to Japanese Sociology of Law," Nebraska Law Review, June 1960, Vol. 29, pp. 629.
02542

O'Kane, Robert M.

How Can Teachers Become Instrumental in the Process of Innovation and Improvement? (A Paper Prepared for the Governor's Conference on Education, State of New Jersey,) New Brunswick, New Jersey: April 2, 1966, pp. 11.
01809

Oldham, C. H. G.

"Science and Education," Bulletin of the Atomic Scientist, June, 1966, pp. 41-50.
00444

Olen, Leonard

"Values and Personality in Extension Programs in Latin America," (Spanish Language) Revista Interamericana De Ciencias Sociales, (USA), 1965, Vol. 3, No. 1, pp. 47-60.
02979 SA

Oliver, Otis Padilla

The Role of Values and Channel Orientations in the Diffusion and Adoption of New Ideas and Practices: A Puerto Rican Dairy Farmers' Study, Ph.D. Thesis, East Lansing, Michigan State University, 1964.
02360 AA

Oloko, Olatunde

A Study of Socio-Economic Factors Affecting Agricultural Productivity in Annang Province, Eastern Nigeria, Ibadan, Nigerian Institute of Social and Economic Research, 1962.
02359

Olson, James I. & Hahn, Hans R.

"One Approach to Preparing Teachers of the Mentally Retarded," High School Journal, Dec. 1964, Vol. 48, pp. 191-197.
02881

Olson, K. S.

4-H and Adoption of Improved Farm Practices, Fargo, North Dakota Agricultural Extension Service Circular, 1959.
02358

- Olson, K. S.
The Relation of Selected Farmers' 4-H Experience to Their Adoption of Improved Farm Practices, Ph.D. Thesis, Madison: University of Wisconsin, 1959.
02357
- Olson, W. T.
"What Can Civilian Industry Get From Space-Oriented Research and Development," SAE Journal, Aug. 1963, Vol. 71, pp. 61-63.
02190 CA
- O'Neill, Richard W.
"Why Technological Innovations Fail," Proceedings from Technology Transfer and Innovation sponsored by the National Planning Association, National Science Foundation, May 15-17, 1966, P. 65.
07055
- Openshaw, M. Karl, et.al.
The Development of a Taxonomy for the Classification of Teacher Classroom Behavior, Columbus, Ohio: Ohio State University Research Foundation, 1966.
03880
- Opinion Research Corporation
American's Taste-makers: A New Strategy for Predicting Change in Consumer Behavior, Princeton, New Jersey: Opinion Research Corporation, 1959.
02356
- Opinion Research Corporation
Centering Traffic Safety Communications Around Drivers' Motivation, American Traffic Association and the Pure Oil Company, Princeton, New Jersey.
06552
- Opinion Research Corporation
Consumer Values: How They Help Predict Market Change in a Mobile Society, Princeton, New Jersey: Opinion Research Corporation, 1959.
02349
- Opinion Research Corporation
The Initiators, Princeton, New Jersey, Opinion Research Corporation, 1960.
02355
- Opinion Research Corporation
The Tastemakers, Vol. 1: A Report of the Public Opinion Index for Industry (Marketing Research) Princeton, New Jersey: Opinion Research Corporation, 1959.
00566
- Opler, M. E.
"Social Aspects of Technical Assistance in Operation: A Report...of a Conference," UNESCO, Paris: April 1954, pp. 79.
05269
- Oppenheimer, Robert J.
"Communication and Comprehension of Scientific Knowledge," Science, Nov. 29, 1963, Vol. 142, No. 3596, pp. 1143-1146.
03011
- "Opportunities for Postgraduate Education, A Report on the Postgraduate Questionnaire of February 1960," Journal of the College of General Practitioners, May 1961, Vol. 4, pp. 318-322.
00778
- Organization for Economic Cooperation and Development
"The Flow of Scientific Research Information to Industry," Organization for Economic Cooperation and Development Observer, April 1964, pp. 12-15.
02344
- Organization For Economic Cooperation and Development
"Government and Technical Innovation," 1966, pp. 60.
02339
- Organization for Economic Cooperation and Development
The Social Sciences and the Policies of Governments, Prepared by Advisory Group in Social Science for Second Ministerial Meeting on Science, Paris, Jan. 1966, pp. 102.
02269
- Orlans, Harold
The Effects of Federal Programs on Higher Education: A Study of 36 Universities and Colleges, Washington, D.C.: Brookings Institution 1962, 361 pp.
02 9
- Orlans, Harold
"Federal Expenditures and the Quality of Education," Science, December 1963, 142:1625-29.
06451
- Orme, Me. E. J., McDonald, F. J. and Allen, D. W.
"Experiment III: The Effects of Modeling and Feedback Variables on the Acquisition of a Complex Teaching Strategy," Stanford, University, 26 pp.
00441
- Ornstein
"Teacher Training For the 'Difficult' School," Peabody Journal of Education, Jan. 1964, Vol. 41, pp. 235-237.
02515 3 0 Education
- Orr, Richard H. et.al.
"The Biomedical Information Complex Viewed as a System," Federation Proceedings, September-October 1964, Vol. 23, No. 5, pp. 1133-1145.
05270 CA

- Orr, Richard H.
Information Sources for Biomedical Research,
Philadelphia: Institute for Advancement of
Medical Communication, November, 1967.
06597
- Orr, Richard H.
"Metabolism of New Scientific Information: A
Preliminary Report," American Documentation,
January 1961, Vol. 12, pp. 15-19.
02758 CLS
- Orr, Richard H. et.al.
"The Biomedical Information Complex Viewed as
a System," Federation Proceedings, September-
October, 1964, Vol. 23, No. 5.
05270 CLS
- Orr, Richard H. et.al.
"Communication Problems in Biomedical Research
Report of a Study," Federation Proceedings,
Sept.-Oct. 1964, Vol. 23, pp. 1118-1176, 1297-
1331.
01239 AA CLS
- Orr, Richard H., Abdian, Gregory and Leeds, Alice
A.
"Generation of Information: Published Output
of U.S. Biomedical Research," Federation Pro-
ceedings, Sept.-Oct. and Nov.-Dec. 1964, 23:
1297-1309.
06121 CLS
- Orr, Richard H., Coyl, E. B. and Leeds, A. A.
"Trends in Oral Communication Among Biomed-
ical Scientists: Meetings and Travel," Federa-
tion Proceedings, 1964, Vol. 23, pp. 1146-
1154.
05272
- Orr, Richard H. and Crouse, Eleanor M.
"Secondary Publication in Cardiovascular,
Endocrine, and Psychopharmacologic Research,"
American Documentation, Vol. 13, No. 2, pp.
197-203.
05271 CLS
- Orr, Richard H. and Kassab, Jane L.
"Peer-Group Judgments on Scientific Merit:
Editorial Refereeing," 1965 Congress of the
International Federation for Documentation,
Washington, D.C.: Oct. 15, 1965.
06209 CLS
- Orr, Richard H. and Leeds, Alice A.
"Biomedical Literature: Volume, Growth, and
Other Characteristics," Federation Proceed-
ings, Sept-Oct and Nov-Dec. 1964, 23:1310-1331.
06122 CLS
- Orr, Richard H. and Pings, Vern M.
"Document Retrieval: The National Biomedical
Library System and Interlibrary Loans," Feder-
ation Proceedings, Sept.-Oct. and Nov.-Dec.
1964, 23:1155-1163.
06119 CLS
- Orr, Richard H., Pings, Vern M. and Leeds, Alice A.
"Reference Retrieval Tools: Biomedical Abstrac-
ting and Indexing Services," Federation Pro-
ceedings, Sept.-Oct. and Nov. Dec. 1964, 23:
1164-1176.
06120 CLS
- Ortega, Alfonso, A.
"Adoption-Proneness and Response to Mail Ques-
tionnaires," M.S. Thesis, Ames: Iowa State
University, 1964.
02346
- Orth, Charles D., et.al.
Administration of Research and Development,
Homewood, Illinois: Richard D. Irwin, Inc.,
and The Dorsey Press, 1964.
02366 CLS
- Osborne, L. W.
"County Leaflets as an Advisory Tool," NAAS
Quarterly Review, 1961, Vol. 12, pp. 126-132.
02354
- Osborne, L. W. and Dadd, C. V.
"Factors Influencing the Choice of Cereal Va-
rieties," Outlook on Agriculture, 1958, Vol.
2, pp. 3-12.
02348
- Otis, Olivet - Padilla
"The Role of Values and Channel Orientations
in the Diffusion and Adoption of New Ideas
and Practices: A Puerto Rican Dairy Farmers'
Study," Dissertation Abstracts, 1965, Vol. 26,
No. 4, pp. 2367-2368.
00443
- Ottenberg, Simon
"Leadership and Change in a Coastal Georgia
Negro Community," Phylon Quarterly, March 1959,
Vol. 20, pp. 7-18.
01774 CA
- Ouermyer, L.
"Test Program for Evaluating Procedures for
the Exploration of Literature of Interest to
Metallurgists," American Documentation, April
1962, Vol. 13, pp. 210-222.
02786
- "Out of Town Meetings Endorsed by Ninety Percent
of MD's In Poll," Medical Tribune 2, June 5,
1961, Vol. 23, No. 23.
05273

"Outside Consultants to Industry: a Symposium,"
Personnel Psychology, 1964, Vol. 17, No. 2.
02222

Overly, Don H. and Pince, Bruce W.
"Maximizing Deliberate Use of Scientific and
Technical Information," Research/Development,
Sept. 1966, Vol. 9, pp. 38-41.
06856

Ovsiew, Leon
"Research Implementation Teams for Education
(RITE)," (Unpublished draft), Research for
Better Schools, Inc., Philadelphia, March 29,
1967.
05274 CLS

Oxenfeldt, Alfred R.
"Is Every Change and Innovation Beneficial?"
Challenge, July 1964, Vol. 12, pp. 22-25.
02280

Oyen, Orjar
"The Relationship Between Distance and Social
Interaction: The Case of Message Diffusion,"
M.S. Thesis, Seattle: University of Washing-
ton, 1953.
02353

Oyen, Orjar and Defleur, Melvin L.
"The Spatial Distribution of An Airborne Leaf-
let Message," American Journal of Sociology,
1953, Vol. 39, pp. 144-149.
02352

P

Padgorecki, Adam
"Sochtechnique," Polish Sociological Bulletin,
1963, Vol. 2, No. 8, pp. 47-57.
01249

Page, Howard E.
"Research Utilization," Studies in the Utili-
zation of Behavioral Science, Vol. I, Stan-
ford, California: Stanford University, Insti-
tute for Communication Research, 1961, pp.
126-135.
06130 CLS

Paine, Robert
"Emergence of the Village as a Social Unit in
a Coast Lappish Fjord," American Anthropol-
ogist, 1960, Vol. 62, No. 6, pp. 1004-1017.
02827

Paisley, William J.
"Information Needs and Uses," in Cuadra,
Carlos (ed.) Annual Review of Information
Science and Technology, Vol. 3, 1968.
06614

Paisley, William J.
The Flow of (behavioral) Science Information-
a Review of the Research Literature, Institute
for Communication Research, Stanford Univer-
sity, Palo Alto, California, Nov. 1965.
01240 CLS

Paisley, William J. and Parker, Edwin B.
"Information Retrieval as a Receiver-Controlled
Communication System," Education for Informa-
tion Science, 1965.
05275 CLS

Paisley, W. J. and Parker, E. B.
Scientific Information Exchange at an Inter-
disciplinary Behavioral Science Convention,
Stanford, Calif.: Stanford University, Insti-
tute for Communication Research, 1967, 46 pp.
06353

Palmore, James
"The Chicago Snowball: A Study of the Flow and
Diffusion of Family Planning Information," in
Donald J. Bogue (ed.), Sociological Contribu-
tions to Family Planning Research, Illinois:
University of Chicago, 1967.
06452

Palola, E. G. and Jones, J. F.
"Contrasts in Organizational Features and Role
Strains Between Psychiatric and Pediatric
Wards," Journal of Health and Human Behavior,
1965, Vol. 6, No. 3, pp. 155-163.
-03243

Pandit, S.
"Study of the Role of Age, Education and Size
of Farm in Relation to Adoption of Improved
Agricultural Practices," M.S. Thesis, Bhagal-
pur, India: Agricultural College Sabour, 1962.
01545

Panel on Educational Research and Development, The
President's Science Advisory Committee. Inno-
vation and Experiment in Education, Washington
D.C.: Superintendent of Documents, U.S. Print-
ing Office 1964, pp. 79.
01042 CLS

Panning, I. J., et.al.
Survey and Analysis of Specialized Science In-
formation Services in the United States, Colum-
bus, Ohio: Battelle Memorial Institute, Sept.
1962.
02144 CA

Pantin, Mario D.
"A Study of the Role of Scientific Research in
the Growth and Development of the Latin Ameri-
can Countries," M.S. Thesis, October 1963.
01384

- Papageorgis, D.
"Prevention and Treatment in Mental Health Communications," Public Opinion Quarterly, Spring 1965, Vol. 29, pp. 107-119.
00834
- Papinsky, Harold
"The Scientist and Technologist in Their Informational Environment," Proposal to National Science Foundation from Ohio State University Research Foundation, October 1, 1966 (starting date).
07042 CLS
- Parameswaran, E. G. and Bhogle, S.
"Psychological Study in Adoption of Farm Innovation and Educational Innovation: A Comparative Study," paper presented at the Seminar on Innovation in Education, Osmania University Hyderabad, India, 1967.
06453
- Pareek, Uday and Chattopadhyay, S. N.
"Adoption Quotient: A Measure of Multipractice Adoption Behavior," Journal of Applied Behavioral Science, 1966, Vol. 2, No. 1, pp. 95-108.
00438 CA
- Pareek, U. and Chattopadhyay, S. N.
"A Projective Technique to Measure Change--Proneness of Farmers," Journal of Social Science, 1965, Vol. 4, No. 1, pp. 1-14.
03206
- Parish, Ross
"Extension Services and the Grazier on the South-West Slope," Review of Marketing and Agricultural Economics, 1956, Vol. 24, pp. 222-235.
01508 AA
- Parish, Ross
"Innovation and Enterprise in Wheat Farming," Review of Marketing and Agricultural Economics 1954, Vol. 22, pp. 189-218.
01510
- Park, F. R.
"Hip Boots for the River of Words," Product Engineering, Dec. 29, 1958, Vol. 29, pp. 10-11.
02576
- Parker, Edwin Burke
"The Functions of Television for Children," Dissertation Abstracts, 1961, Vol. 21, pp. 2813-2814.
-02005
- Parker, Edwin B. (ed.)
The Kennedy Assassination and the American Public: Social Communication in Crisis, Stanford, California: Stanford University Press.
-01511
- Parker, Edwin B.
Stanford Physics Information Retrieval System (SPIRES) Annual Report, Stanford University, Institute for Communication Research, December 1967.
06598
- Parker, Edwin B. and Paisley, William J.
"Research for Psychologists at the Interface of the Scientist and His Information System," American Psychologist, 1966, 21(11):1061-1071.
06359
- Parker, E. B., Paisley, W. J. and Garrett, R.
Bibliographic Citations as Unobtrusive Measures of Scientific Communication, Stanford University, Institute for Communication Research, October 1967.
06514
- Parker, Edwin B. and Paisley, William J.
Patterns of Adult Information Seeking, Stanford University, Institute for Communication Research, 1966.
06857
- Parker, Howard and Taylor, James B.
"Measuring Attitudes Toward Psychiatric Medicine: A Study of General Practitioners," 1960, 17 pp. Post-Graduate Education Project, Washington Public Opinion Laboratory, University of Washington.
00684
- Parra-Sandoval, Rodrigo
"The Adoption of Farm Practices in A Cauca Valley Community In Colombia," M.S. Thesis, Madison: University of Wisconsin, 1965.
01509
- Parrish, M. R.
"Mental Health Week: A Function of the Public Mental Hospital," Mental Hygiene, 1957, 41: 178-184.
06015 CA
- Parsons, Talcott
"A Functional Theory of Change," Etzioni, Amitai and Etzioni, Eve (eds.) Social Change: Sources, Patterns, and Consequences, New York: Basic Books Inc., 1964, pp. 83-97.
05277
- Parsons, Talcott
"The Academic System: A Sociologist's View," The Public Interest, Fall 1968, No. 13, pp. 173-197.
07082 SA
- Parsons, T. and Shils, E. A.
Toward a General Theory of Action, Cambridge, Mass.: Harvard University Press, 1951.
07039

- Pastalan, L.
"An Experiment in Structured Assimilation,"
Phylon, Dec. 1964, Vol. 25, 331-336.
- 02099
- Patch, Richard W.
"Bolivia: U.S. Assistance in a Revolutionary
Setting," in Adams, Richard N. and others,
Social Change in Latin America Today, New
York: Council on Foreign Relations and Vintage
Books, 1960, pp. 108-176.
05278 AA
- Patel, Narsi
"Shift From Primary to Secondary Reference
in Interpersonal Communication," Paper pre-
sented at the Rural Sociological Society,
Montreal, Canada, 1964.
- 01507
- Pattern, R. W.
Law in a Scientific Age, New York: Columbia
University Press, 1963, 87 pp.
01000
- Paul, Benjamin, D.
"Anthropological Perspectives on Medicine and
Public Health," Annals of the American Acad-
emy of Political and Social Science, March
1963, Vol. 346, pp. 34-43.
02925 SA
- Paul, B.D.
"The Cultural Context of Health Education,"
Symposium Proceedings, Pittsburgh, University
of Pittsburgh, School of Social Work, 1953,
pp. 31-38.
05279
- Paul, Benjamin D. (ed.)
Health, Culture and Community: Case Studies
of Public Reactions to Health Programs, New
York: Russell Sage Foundation 1955, 493 pp.
00436 CA
- Paul, William J., Jr.
"Psychological Characteristics of the Inno-
vator," Dissertation Abstracts, 1966, 27(2-B)
:602.
06357
- Pauling, Norman G.
"Some Neglected Areas of Research in the Ef-
fects of Automation and Other Technological
Change on Workers," Hill, Walter A. and Egan,
Douglas, (eds.) Readings in Organization The-
ory: A Behavioral Approach, Boston: Allyn and
Bacon, Inc., 1966, pp. 587-600.
00211 CA
- Pawelczynska, Anna
"Urbanization and Industrializations as Factors
Promoting the Acceptance of Urban Cultural
Patterns by the Rural Areas," Polish Sociolog-
ical Bulletin, 1964, Vol. 2, No. 10, pp. 116-
129.
02965 CA
- Peabody, N. L.
Organizational Authority, New York: Atherton
Press, 1964.
- 06224
- Pear, T. H.
The Moulding of Modern Man: A Psychologists
View of Information, Persuasion and Mental
Coercion Today, New York: Humanities Press,
1961, pp. 220.
02003
- Pearlin, Leonard Irving
"The Social and Psychological Setting of Com-
munications Behavior: An Analysis of Television
Viewing," Dissertation Abstracts, 1957, Vol.
17, pp. 1142-1143.
01695 DA
- Pearsall, Marion
Medical Behavioral Science: A Selected Bibliog-
raphy of Cultural Anthropology, Social Psychol-
ogy and Sociology in Medicine, University of
Kentucky Press, 1963.
05280
- Pearson, Judson D. et.al.
Message Diffusion Under Uncontrolled Conditions,
Boulder, Colorado: University of Colorado Press,
University of Colorado Studies, Series in So-
ciology, No. 3, 1957, 55 pp.
02890 CA
- Pedersen, Harold A.
"Cultural Differences in the Acceptance of
Recommended Practices," Rural Sociology, 1951,
Vol. 16, pp. 37-49.
01506
- Peel, John
"Contraception and The Medical Profession,"
Population Studies, Nov. 1964, Vol. 18, No. 2,
pp. 133-145.
03009
- Pellegrin, Roland J.
An Analysis of Sources and Processes of Inno-
vation in Education, (A Paper Presented at the
Conference on Educational Change Sponsored by
the Demonstration Project for Gifted Youth and
The U.S. Office of Education.) Eugene, Oregon:
Center for the Advanced Study of Educational
Administration, 1966, pp. 32.
01043 CA CLS

- Pellegrin Roland J.
"Implications of the Shortage of Personnel for Organizations Relating Research to Practice," American Educational Research Association 1967 Annual Meeting, New York, Feb. 17, 1967.
06030
- Pellegrin, Roland J.
"The Place of Research in Planned Change," Conference on Strategies for Educational Change, Sponsored Jointly by United States Office of Education and Ohio State University, Vol. I, No. 4, Dec., 1965.
00588
- Pelto, Pertti
"Innovation in an Individualistic Society," Paper Presented at the American Anthropological Association, 1960.
01505
- Pelz, Donald C.
"Conditions for Innovation," in Hill, Walter A. and Egan, Douglas, (eds.) Organization Theory: A Behavioral Approach, Boston: Allyn and Bacon, Inc., 1966, pp. 501-504.
00636 CA
- Pelz, Donald C.
"Interaction and Attitudes Between Scientists and the Auxiliary Staff: II, Viewpoint of the Scientists," Administrative Science Quarterly, 1960, Vol. 4, pp. 410-425.
03147 CA
- Pelz, Donald C.
"Creative Tensions in the Research and Development Climate," Science, July 14, 1967, Vol. 157, No. 3785, pp. 160-165.
07094 CLS
- Pelz, D.C.
"Social Factors Related to Performance in a Research Organization," Administrative Science Quarterly, 1956, Vol. 1, pp. 310-325.
- 05281
- Pelz, Donald C. and Andrews, Frank M.
Scientists in Organizations, Wiley and Sons, New York, 1966.
- 06067
- Pelz, Edith Bennet
"Discussion, Decision Commitment, and Consensus in 'Group Decision'," Human Relations, 1955, 8:251-274.
- 06283
- Pelz, Edith Bennett
"Some Factors in 'Group Decision'," in Maccoby, E.E., et.al., Readings in Social Psychology, New York: Holt, Rinehart and Winston, Inc., pp. 212-219.
07028
- Pemberton, H. Earl
"The Curve of Culture Diffusion Rate," American Sociological Review, 1936, Vol. 1, pp. 547-556.
01503
- Pemberton, H. Earl
"Culture-Diffusion Gradients," American Journal of Sociology, 1936, Vol. 42, pp. 226-233.
01504 AAM
- Pemberton, H. Earl
"The Effect of a Social Crisis on the Curve of Diffusion," American Sociological Review, 1937, Vol. 2, pp. 55-61.
01502 CA
- Pemberton, H. Earl
"Spatial Order of Cultural Diffusion," Sociology and Social Research, 1938, Vol. 22, pp. 246-251.
01501
- Penders, J. M. A.
"Rural Extension in Low Income Countries," J. A. Ponsioen, ed. Social Welfare Policy II, The Hague: Mouton and Co., 1963, pp. 58-88.
06042 CA
- Penland, P. R.
The Image of Public Library Adult Education as Reflected in The Opinions of Public Library Supervisory Staff Members in the Public Libraries of Michigan Serving Populations over 25,000. Ph.D. Thesis, Ann Arbor: University of Michigan, 1960 Abstract: Dissertation Abstract, 1961, Vol. 21, No. 8, pp. 2305.
03730
- Peoples, J. A.
"Relationship of Teacher Communication to Principal Behavior," Journal of Experimental Education, Summer 1964, Vol. 32, pp. 407-411.
03844 CA
- Penland, P. R.
"Librarians' Image of Adult Education," Adult Education, Summer 1961, Vol. 11, pp. 239-247.
03731
- Pepinsky, Harold
"The Scientist and Technologist in Their Informational Environments," Research Proposal, Research Foundation, Ohio State University, October 1966.
05282 CLS
- Pereira De Melo, Gilberto
"Estudio Comparativo De Cuatro Metodos De Extension En El Salvador," Turrialba, 1964, Vol. 14, pp. 208-211.
01500

- Peres, L.
"Organizing Science as a Means," Public Administration, Dec. 1965, Vol. 24, No. 4, pp. 287-297.
01165
- Perloff, Robert
"Potential Contributions of the Consumer-Oriented Psychologist," Business and Society, 1964, Vol. 4, No. 2, pp. 28-34.
02223
- Perrow, Charles
"A Framework for the Comparative Analysis of Organizations," American Sociological Review, April 1967, 32:198-208.
- 06047
- Perry, Astor and others
"The Adoption Process: S Curve or J Curve," Rural Sociology, 1967, 32:220-222.
06454
- Perry, P. A. (ed.)
An Interim Report on the School and University Program for Research and Development, 1957-1962, Cambridge, Mass: School and University Program for Research and Development, 1962, 60 pp.
00999
- Perry, S. E.
"Observations on Social Processes in Psychiatric Research: Definitions of Knowledge, Method, and Science in Psychiatry," Behavioral Science, 1956, Vol. 1, pp. 290-302.
03955
- Perry, S. E. and Shea, G. M.
"Social Controls and Psychiatric Theory in a Ward Setting: A Case Study in the Microsociology of Knowledge," Psychiatry, 1957, Vol. 20, pp. 221-247.
05283
- Pessenien, E. A.
"A New Way to Determine Buying Decisions," Journal of Marketing, 1959, Vol. 24, No. 2, pp. 41-46.
03135
- Peter, Hollis (ed.)
Comparative Theories in Social Change, Ann Arbor, Michigan: Foundation for Research on Human Behavior, 1966, 374 pp.
06057
- Petersen, J. W.
"New Product Planning," Production Engineering, Sept. 1963, Vol. 34, pp. 96-99.
02174
- Peterson, Clarence E.
"Area Vocational Education Programs, Determining Requirements for Development of Technical Abilities Through Extension Course," Division of Vocational Education, Office of Education, 1961, Pamphlet #124.
05284
- Peterson, D. I., Lonergan, L. H., et.al.
"Results of a Stop-Smoking Program," Archives of Environmental Health, Feb. 1968, Vol. 16, No. 2, pp. 211-4.
06858
- Peterson, Osler L. et.al.
"An Analytical Study of North Carolina General Practice, 1953-1954," Journal of Medical Education, Dec. 1956, Vol. 31, No. 12, Part 2, pp. 1-165, 1953-1954.
00728
- Pettigrew, Thomas F.
"Desegregation and Its ~~Chances~~ for Success: Northern and Southern Views," Social Forces, 1957, Vol. 35, pp. 339-344.
06517 PA
- Pettigrew, T.
"Personality and Sociocultural Factors in Intergroup Attitudes: A Cross Cultural Comparison," Journal of Conflict Resolution, 1958, 2:29-41.
- 06310
- Pettigrew, T. F.
The Profile of a NEGRO AMERICAN, Princeton, N.J.: Van Nostrand, 1964.
- 06267
- Pettigrew, Thomas F.
"Social Psychology and Desegregation Research," American Psychologist, March 1961, Vol. 16, pp. 105-112.
02747
- Pettigrew, Thomas F. and Back, Kurt W.
"Sociology in the Desegregation Process: Its Use and Disuse," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 692-724.
06669
- Pfiffner, John N. and Sherwood, Frank P.
Administrative Organization, Englewood Cliffs, N.J.: Prentice-Hall, 1960.
06222
- Pharmaceutical Manufacturers Association
"Survey of Physicians' Opinion on Means of Obtaining Comprehensive Drug Information," Pharmaceutical Manufacturers' Association, December 21, 1960, 20 pp.
05360

- Phenix, Philip H.
 "The Architectonics of Knowledge," Education and the Structure of Knowledge, Stanley Elam (ed.), Chicago: Rand McNally, 1964, pp. 44-74.
 06455
- Phillips, Harry L. and Lorenz, John
 "Title II, Elementary and Secondary Education Act of 1965," Audio-Visual Instruction, Oct. 1965, 10:626-629.
 06035 CA
- Photiadis, John D.
 "Attitudes of People Toward Experiment Station and Extension Service," South Dakota Farm and Home Research, 1960, Vol. 11, pp. 17-20.
 01499
- Photiadis, John D.
Contacts With Agricultural Agents, Brookings, South Dakota Agricultural Experiment Station Bulletin 493, 1961.
 01498
- Photiadis, John D.
 "Motivation Contacts, and Technological Change," Rural Sociology, 1962, Vol. 27, pp. 316-326.
 01497 CA
- "Physicians Survey on Continuing Medical Education," Patterns of Disease, March 1962, pp. 2-6 and 8.
 05287
- "Physician's Survey on Medical Information," Patterns of Disease, June 1962, pp. 4-5.
 05287
- Piccard, P. J.
 "Scientists and Public Policy: Los Alamos, August-November 1945," Western Political Quarterly, June 1965, Vol. 18, No. 2, Part I: pp. 251-262.
 01154
- Piel, Gerard
 "Federal Funds and Science Education," Bulletin of the Atomic Scientists, May 1966, Vol. 22, pp. 10-15.
 00434 CA
- Pierce, Gail
 "The University of Illinois Elementary School Science Project: Report of the 1963, Weiting Conference," Journal of Research in Science Teaching, Sept. 1963, Vol. I, pp. 270-271.
 03708
- Pierce, Truman
 "Educational Change and the Role of Media," Meierhenry, W. C. (ed.), Media and Educational Innovation, Lincoln: University of Nebraska Press, 1964.
 06103
- Piltz, Albert
 "The Federal Programs and the Elementary Science Teacher," Science and Children, March 1968, Vol. 5, No. 6, pp. 19-21.
 06860
- Pimpre, D. M.
 "Attitude of the Farmers Towards Adoption of Improved Agricultural Practices," M.S. Thesis, Nagpur, India: College of Agriculture, 1963.
 01496
- Pinard, M.
 "Structural Attachments and Political Support in Urban Politics: The Case of Fluoridation Referendums," American Journal of Sociology, March 1963, Vol. 68, pp. 513-526.
 00998
- Pi-Sunyer, Oriol and DeGregori, Thomas
 "Cultural Resistance to Technological Change," Technology and Culture, Spring 1964, Vol. 5, pp. 247-253.
 02098 CA
- Pitts, Forest R.
Hager III and Hager IV: Two Monte Carlo Computer Programs for the Study of Spatial Diffusion Problems, Evanston, Illinois: Northwestern University, Technical Report No. 4, 1965.
 10766
- Pitzer, Ronald L.
 "The Influence of Social Values on the Acceptance of Vertical Integration by Broiler Growers," M.S. Thesis, Columbus: Ohio State University, 1959.
 01372
- Planning Research and Action Institute
Acceptance of Family Planning Methods as a Function of the Nature and Intensity of Contact, Lucknow, India, Prai, 1961.
 00881
- Plant, Walter T.
 "Changes in Intolerance and Authoritarianism of Sorority and Non-Sorority Women Enrolled in College for 2 years," Journal of Social Psychology, 1966, Vol. 68, No. 1, pp. 79-83.
 00433 PA

- Plaut, Thomas F. A.
"Analysis of Voting Behavior on a Fluoridation Referendum," Public Opinion Quarterly, 1959, Vol. 23, pp. 213-222.
01015
- Ploch, Louis A.
Social and Family Characteristics of Maine Contract Broiler Growers, Orono, Maine Agricultural Experiment Station Bulletin, 596, 1960.
00755
- Plotnick, M.
"Education and Mass Mailing: Its Impact on Volunteers," Adult Education, Winter 1965, Vol. 15, pp. 89-90.
03846
- Polgar, Steven, Dunphy, Howard, and Cox, Bruce
"Diffusion and Farming Advice: A Test of some Current Notions," Social Forces, 1963, Vol. 42, pp. 104-111.
01024 CA
- Polinsky, Max
"Measuring the Effectiveness and Value of Detailing Established Products," Modern Medicine Topics, Oct. 1962, Vol. 23, No. 10, pp. 1-7.
00726
- Politz, Alfred
"What Is Essential to Know From Magazine Media Research?" Media Scope, 1959, Vol. 3, No. 4, pp. 39-44.
01668
- Pollay, Richard W.
"The Measurement of Role Differentiation," Sociometry, 1968, Vol. 31, No. 1, pp. 120-125.
06859
- Polson, Robert A. and Pal, Agaton P.
"The Influence of Isolation on the Acceptance of Technological Changes in the Dumaguete City Trade Area, Philippines," Silliman Journal, 1955, Vol. 2, pp. 149-159.
00305 CA
- Polson, Robert A. and Pal, Agaton P.
Social Change in the Dumaguete Trade Area: Philippines 1951-1958, Ithaca, New York: Cornell University, Department of Rural Sociology, International Agricultural Development Mimeograph 4, 1964.
00308
- Ponsioen, J. A.
The Analysis of Social Change Reconsidered: A Sociological Study, The Hague, Holland: Mouton & Co. 1962, 170 pp.
-02809
- Ponsioen, J. A.
"Education as A Method of Development," Ponsioen, J. A. (ed.) Social Welfare Policy II, The Hague: Mouton & Co., 1963, pp. 89-99.
06043 CA
- Pool, Ithiel de Sola
"The Role of Communications in the Process of Modernization and Technical Change," UNESCO Document SS/NAC/1960/18.
03060
- Porter, Douglas
"A Critical Review of a Portion of the Literature in Teaching Devices," Harvard Educational Review, Spring 1957, Vol. 27, pp. 126-147.
03313
- Porter, L. and Lawler, E.
"Properties of Organizational Structure in Relation to Job Attitudes and Job Behavior," Psychological Bulletin, 1965, Vol. 64, pp. 23-51.
07145
- Porter, W. F. and Wilson, L. S.
"Evaluation of St. Joseph Consumer Marketing Program," Bulletin 784, Columbia, Agricultural Experiment Station, University of Missouri, 1962, 23 pp.
03761
- Porter, W. Thomas, Jr. and Mulvihill, Dennis E.
"Organization for Effective Information Flow," Management Services, November-December 1965, Vol. 2, pp. 13-20.
05288
- Poser, E. G., Dunn, I. and Smith, R. M.
"Resolving Conflicts Between Clinical and Research Teams," Mental Hospitals, 1964, Vol. 15, No. 5, pp. 278-282.
02210 CA
- Potter, R. G. et al.
"Social and Demographic Correlates of Inter-Uterine Contraceptive Effectiveness: the Taichung Medical Follow-up Study," Preliminary Memo.
03358 CLS
- Potthoff, Hilda and Rheinwald, Hans
Beratung in Der Schweinmast: Untersuchungen über Ein Gezieltes Beratungs Program, Stuttgart-Hohenheim, Germany, Institut für Landwirtschaftliche Geratung An Der Landwirtschaftlichen Hochschule Bulletin 80, 1958.
01546
- Poulton, E. C.
Effects of Pointing Types and Formats on the Comprehension of Scientific Journals, Cambridge, England: Cambridge University Press, 1959, 22 pp.
03127

- Pound, William H.
"Communications, Evaluations, and the Flow of Ideas in an Industrial Research and Development Laboratory," Ph.D. Dissertation, June 1966.
01285 DA
- Pound, William H.
"Idea Flow--A Sequential Process," A Working Paper, Department of Industrial Engineering and Management Sciences, Northwestern University, April 1963.
01889
- Powers, M. J. and Sachs, H.
"Delay of the Machine Age," Arion, Autumn 1965, Vol. 4, pp. 496-511.
00429
- Pratt, Lois
"How do Patients Learn About Disease," Social Problems, July, 1956, Vol. 4, No. 1, pp. 29-40.
02911
- President's Science Advisory Committee
Science, Government, and Information, The Responsibilities of the Technical Community and the Government in the Transfer of Information, 1963.
06861
- President's Conference on Technical-Distribution
Research for the Benefit of Small Businesses, Washington, D.C.: Office of Technical Services, U.S. Department of Commerce, September 23-25, 1957 287 pp.
03320 CA
- Press, Irwin
"Role Ambiguity and Innovation: A Maya Case," Paper Presented at the 25th Congress of the Society for Applied Anthropology, Madison, Wisconsin, 1966.
01354
- Pressey, S. L.
"Basic Unresolved Teaching Machine Problems," Theory into Practice, Feb. 1962, Vol. 1, pp. 30-37.
03728
- Preston, E. M.
"A Comparative Study of Programs for the Education of the Severely Retarded as compared with Opinions of What Teachers in These Programs Believe They Should Be," American Journal of Mental Deficiency, 1957, Vol. 62, pp. 263-266.
03171
- Price, Derek de Solla
"Ethics of Scientific Publication," Science, May 8, 1964, Vol. 144, No. 3619, pp. 655-657.
02984
- Price, Derek J.
"The Exponential Curve of Science," in Barber, B. and Hirsch, W. (eds.), The Sociology of Science, New York: Free Press of Glencoe, 1962, pp. 516-524.
07133
- Price, Derek J. de Solla
Little Science, Big Science, New York: Columbia University Press, 1963.
05126
- Price, Derek J. de Solla
"Networks of Scientific Papers," Science, July 30, 1965, Vol. 149, No. 3683, pp. 510-515.
05127
- Price, Derek J. de Solla
"The Science of Scientists," Medical Opinion and Review, July 1966, Vol. 1, No. 10.
05128
- Price, Derek J. de Solla
Science Since Babylon, New Haven: Yale University Press, 1961.
06599
- Price, Derek J. de Solla and Beaver, Donald deB.
"Collaboration in an Invisible College," American Psychologist, November 1966, Vol. 21, No. 11.
05125
- Price, Don K.
"Educating for the Scientific Age," Bulletin of Atomic Scientists, October, 1968, pp. 26-32.
07090 CLS
- Price, Don K.
Government and Science, New York: New York University Press, 1954.
07091
- Price, Don K.
"The Scientific Establishment," Proceedings of the American Philosophical Society, June 1962, Vol. 106, No. 3.
07060
- Price, James L.
"Use of New Knowledge in Organizations," Human Organization, Fall 1964, Vol. 23, No. 3, pp. 224-234.
01780 CA
- Price, Roy A.
Identification of Major Social Science Concepts and Their Utilization in Instructional Material Syracuse, New York: Syracuse University, United States Office of Education, Social Studies Program in Research, Directory: Dec. 1966.
02734

Proctor, Charles H.
Changing Patterns of Social Organization in a Rural Problem Area of Uruguay, Ph.D. Thesis, East Lansing, Michigan State University, 1956. 01357

Proctor, Charles H.
"Did Demonstrations Alter the Diffusion of Hybrid Corn Practices in San Ramon," unpublished paper, East Lansing, Michigan State University, 1960. 10428

Profet, Karen
"Document Storage and Retrieval," SDC Magazine, Sept. 1967, 10(9):1-11. 06234 CA

"Program for Dissemination of Scientific Information Approved," Electrical Engineering, June 1959, Vol. 78, pp. 719. 02563

Prundeanu, Julian and Zwerman, Paul J.
"An Evaluation of Some Economic Factors and Farmers' Attitudes That May Influence Acceptance of Soil Conservation Practices," Journal of Farm Economics, 1958, Vol. 40, pp. 903-914. 01359

Prundeanu, Julian and Zwerman, Paul J.
"Certain Characteristics of Land in Relation to Tendency of Farmers to Established Conservation Practices," Agronomy Journal, 1958, Vol. 27, pp. 548-551. 01982

Public Administration Clearing House
"Experiences of Personnel of United States Voluntary Agencies," Economic Development and Cultural Change, June 1954, Vol. 2, pp. 329-349. 01045 CA

Publishers Weekly
"War on Poverty: Book Publishing's Role in Adult Education Job Training," Publishers Weekly, Feb. 17, 1964, Vol. 185, pp. 38-50. 03762

Puglisi, Maria Grazia
"The Contribution of Italian Television to The Campaign to Evaluate Illiteracy through Television Broadcasts: 'Its' Never too Late," Paper Presented to the UNESCO Meeting of Experts on New Methods and Techniques in Education, March 12-20, 1962. 02000

Purcell, Francis P.
"Social Science in Social Work Practices," Mobilization for Youth Inc., 1963, Mimeo. 00427

Putney, Snell, and Putney, Gladys, J.
"Radical Innovation and Prestige," American Sociological Review, August 1962, Vol. 27, pp. 548-551. 00798 CA

Putt, Donald L. and Others
"What Immediate Progress Can be Made to Apply New Space and Scientific Technology to Greater Use in Our Urban and Industrial Communities?" Conference on Space Science and Urban Life, Washington, D.C.: National Aeronautics and Space Administration Office of Scientific and Technical Information, 1963, pp. 211-228. 05290

Q

Queeley, Mary and Street, David
"Innovation in Public Education: The Impact of the 'Continuous Development' Approach," Chicago: University of Chicago, Center for Social Organization Studies, Working Paper 45, 1965. 00841

Quesada, Gustavo Martin
"Contacts with Professional Services as Related with Social Characteristics in a Rural Area of the State of Rio de Janeiro, Brazil," M.S. Thesis, Madison: University of Wisconsin, 1965. 00670

Quest, R. H.
Organizational Change: The Effect of Successful Leadership, Homewood, Illinois: Dorsey Press & Richard D. Erwin, 1962, 180 pp. 03755

Quigle, Carroll
"Aboriginal Fish Poisons and the Diffusion Problem," American Anthropologist, 1956, Vol. 58, pp. 508-525. 00851

Quinn, J. B.
"Long Range Planning of Industrial Research: What Part Should Top Managers Play in Research Planning Process?" Harvard Business Review, July-Aug. 1961, Vol. 39, pp. 88-102. 03276

Quintana, Bertha and Sexton, Patricia
"Sociology, Anthropology, and Schools of Education: A Progress Report," Journal of Educational Sociology, November 1961, Vol. 35, pp. 97-103. 03856 AAM & CA

R

Radar, G. E.
"Research and the Overtaxed Mental Health Clinic," Psychiatric Quarterly Supplement, 1960, Vol. 34, pp. 88-96. 03090

- Radcliffe, R.
"Introducing New Mathematics in North Indian Elementary School," Miles, Matthew B. (ed.), Innovation in Education, New York: Bureau of Publication, Teachers College, Columbia University, 1964-1966.
00869
- Radnor, Michael
"Control of Research and Development by Top Managers in 48 Very Large Companies," Lawrence, J. F., (ed.) Operations Research in the Social Sciences, London: Tavistock Publishers, 1966.
01609
- Radnor, Michael
The Control of Research and Development by Top Managers of Large Decentralized Companies, Ph.D. Thesis, Department of Industrial Engineering and Management Sciences, North Western University, August 1964.
01606 DA
- Radnor, Michael and Rubenstein, Albert H.
"Top Management Control Processes over Research and Development Activities in Large Decentralized Companies," Department of Industrial Engineering and Management Sciences, Northwestern University 1964.
01607
- Radnor, Michael and Ribenstein, Albert H.
"Integration and Utilization of Management Sciences Activities in Organizations," Presented to the Annual Conference of the British Operational Research Society, Reading, England, Sept. 1966.
01580
- Rado, S.
"Fundamental Scientific Goals of Psychiatric Education," Comprehensive Psychiatry, 1965, Vol. 6, No. 1, pp. 3-5.
02225
- Rahim, S. A.
The Diffusion and Adoption of Agricultural Practices: A Study in a Village in East Pakistan, Comilla, Pakistan Academy for Village Development, 1961.
01426
- Rahim, S. A.
"Partial and Full Adoption of Improved Practices in Comilla Co-operatives," Comilla, East Pakistan: Pakistan Academy for Rural Development, Research and Survey Bulletin 8, 1964.
00251
- Rahudkar, Wasudeo B.
"Communication of Farm Innovations in an Indian Community," Indian Journal of Social Work, 1963, Vol. 23, pp. 99-103.
01417
- Rahudkar, Wasudeo B.
"Impact of Fertilizer Extension Programme on the Minds of the Farmers and Their Reactions to Different Extension Methods," Indian Journal of Agronomy, 1958, Vol. 3, pp. 119-136.
01440
- Rahudkar, Wasudeo B.
"Local Leaders and the Adoption of Farm Practices," Nagpur Agricultural College Magazine, 1960, Vol. 34, pp. 1-13.
00613 CA
- Rahudkar, Wasudeo B.
"The Relationship of Certain Personal Attributes to the Success of Village Level Workers," Indian Journal of Social Work, Jan. 1963, Vol. 23, No. 4, pp. 319-326.
03371 CA
- Rahudkar, Wasudeo B.
"Testing a Culturally-Bound Model for Acceptance of Agricultural Practices," M.A. Thesis, Manhattan: Kansas State University, 1961.
01444
- Rai, B. D.
"Channels of Communication for improved Farm Practices in Bareilly Block, M.P.," M.S. Thesis, Jabalpur, India: Government Agricultural College, 1961.
01449
- Raisbeck, G. et.al.
Management Factors Affecting Research and Exploratory Development, Cambridge, Mass.: Arthur D. Little, Inc., 1965.
03070
- Raman, M. V.
"A Study of Current Attitudes Toward Family Planning," Journal of Family Welfare, 1963, Vol. 9, No. 4, pp. 18-28.
01999
- Ramana, K. V.
"The Gram Sevak--His Role and Functions: A Study in an Andhra C. D. Block," Indian Journal of Social Work, Oct. 1962, Vol. 23, No. 3, pp. 281-290.
02798
- Ramey, James W.
Television in Medical Teaching and Research, Washington, D.C.: U.S. Government Printing Office, 1965, 155 pp.
06208 CA
- Ramos, Eduardo L.
"Client-Change Agent Relationships in Three Columbian Villages," M.A. Thesis, East Lansing: Michigan State University, 1966.
06456

- Ramsey, Charles E. and Danley, Robert A.
 "Some Effects of the Fringe Migration on the Channels of Communication," Ithaca: Department of Rural Sociology Bulletin, No. 51, 1957, pp. 25.
 02905
- Ramsey, Charles E. and Others
 "Values and the Adoption of Farm Practices," Rural Sociology, March 1959, Vol. 23, No. 1, pp. 35-47.
 12876
- Ramsey, Charles E. et.al.
 "Values and the Adoption of Practices," Rural Sociology, 1959, Vol. 24, pp. 35-47.
 01450
- Rand, Ray B.
 "Pharmaceutical Advertising to Doctors," Journal of Business, April 1941, Vol. 14, Part 1, pp. 150-168.
 00740
- Rands, Robert L. and Riley, Carroll L.
 "Diffusion and Discontinuous Distribution," American Anthropology, April 1958, Vol. 60, No. 2, pp. 274-298.
 02880 CA
- Ranganathan, S. R.
 "Documentation: A Vital Link in Communication," Annals of Library Science, Dec. 1962, Vol. 9, pp. 176-181.
 02791
- Ranganathan, S. R.
 "Flow of Scientific Literature," Annals of Library Science, Dec. 1960, Vol. 7, pp. 125-128.
 02757
- Ranney, Buckminster J.
 "An Analysis and an Evaluation of Selected Barriers to Effective Communication," Dissertation Abstracts, 1957, Vol. 17, pp. 2334-2335.
 01727 DA
- Rao, C. R. P.
 "Relative Influence of Socio-Economic Factors on the Acceptance of Cow-Dung Gas Plant by the Farmer When Exposed to Extension Teaching," M.S. Thesis, New Delhi: India Agricultural Research Institute, 1961.
 01458
- Rao, Y. V. L.
 "The Role of Information in Economic and Social Change: Report of a Field Study in Two Indian Villages," Ph.D. Thesis, University of Minnesota, 1963.
 01998 DA
- Rapoport, Robert N.
 "Some Notes on Para-Technical Factors in Cross-Cultural Consultation," Human Organization, Spring 1964, Vol. 23, No. 1, pp. 5-10.
 03347
- Rapoport, Anatol
 "Spread of Information Through A Population With Socio-Structural Bias," Bulletin of Mathematical Bio.-Physics, 1953-1954, pp. 15-16.
 00524
- Raper, Arthur and Tappan, Pearl Wheeler
 "Never too Old to Learn New Tricks: The Canning Program in Greene County, Georgia," Applied Anthropology, 1943, Vol. 2, pp. 3-11.
 00144
- Raphael, Edna E.
 "Community Structure and Acceptance of Psychiatric Aid," American Journal of Sociology, 1964, Vol. 69, pp. 340-358.
 00150 AA
- Rashkis, H. A.
 "Does Clinical Research Interfere With Treatment?" American Journal of Psychiatry, 1961, Vol. 4, pp. 105-108.
 03150 PA
- Rashkis, H. A.
 "The Research Community: An Application of Science to the Hospital Psychiatry," Archives of General Psychiatry, 1961, Vol. 5, pp. 578-586.
 03089
- Rath, Gustave J.
 "The Design and Synthesis of Educational Systems," Paper presented to the Society for Programmed and Automated Learning, Chicago, April 1, 1965.
 01590
- Rath, Gustave J.
 "Initial Steps Toward Studies of the Information Behavior of Scientists and Engineers," Information System Sciences, Washington: Spartan Books, Inc., 1965.
 01563
- Rath, Gustave J.
 "Management Science in University Operation," Paper Presented to Meeting of the Institute of Management Sciences, Dallas: Feb. 1966.
 01574
- Rath, Gustave J. and Others
 "Comparisons of Four Types of Lexical Indicators of Content," American Documentation, 1961, Vol. 12, No. 2.
 01571

- Rath, Gustave J. and Other
"Experiment in Measuring Certain Aspects of the Information-Searching Behavior of X-Ray Crystallographers," Technical Report No. 1, Presented at Meeting of The Institute of Management Sciences, Dallas, Feb. 1966.
01570
- Rath, Gustave J. and Hannenberg, Richard
"Operations Research and Systems Analysis in Education," Data Processing for Education, April 1966, Vol. 5, No. 4, pp. 1-5.
01587
- Rath, Gustave J. and Rubenstein, Albert H.
"Establishing New Research and Development Skills," Paper presented at the Institute of Management Sciences Operations Research Society of America, Minneapolis, October 1964.
01592
- Rath, Gustave J. and Schroeder, Roger G.
"An Implementation Checklist for PI," National Society for Programmed Instruction Journal, Oct. 1965, Vol. 55, No. 8, pp. 6-7.
01581
- Rath, Gustave J. and Schroeder, Roger G.
"The Roles of Mathematical Models in Educational Research," Psychology in the Schools, Oct. 1965.
01588
- Rath, Gustave J. and Werner, David J.
"Infosearch: Studying the Remote Use of Libraries by Medical Researchers," in Proceedings of the 30th Annual Meeting of the American Documentation Institute, New York, October 1967, Washington, D.C.: Thompson, 1967, pp. 58-62.
06600
- Rathore, O. S.
Farmer Typology in Relation to Improved Agricultural Practices, M.S. Thesis, Udiapur, India: Rajashan College of Agriculture.
11479
- Raltee, I. D.
"Discovery or Innovation?" Journal of The Society of Dyers and Colourists, April 1965, Vol. 81, pp. 145-160. Discussions July 1965, Vol. 81, 317 pp.
02171
- Raven, Bertram H.
"Social Influence on Opinion and the Communication of Related Content," Journal of Abnormal and Social Psychology, 1959, Vol. 58, pp. 119-128.
- 01638 PA
- Read, W. H.
"Upward Communication in Industrial Hierarchies," Human Relations, 1962, Vol. 15, pp. 3-16.
07197
- Reddish, R. I.
"Propaganda: Its Psychological Aspect," Mental Health, London, 1956, Vol. 15, pp. 47-49.
- 00781
- Reddy, S. K.
"A Study of Adoption of Improved Agricultural Practices as a Function of Some Socio-Economic Factors and Sources of Information," M.S. Thesis, New Delhi: Indian Agricultural Research Institute, 1962.
- Redlich, F. C.
"The Psychiatrist in Caricature: An Analysis of Unconscious Attitudes Toward Psychiatry," American Journal of Orthopsychiatry, 1950, Vol. 20, pp. 560-571.
05293
- Redlich, F. C., Hollingshead, A. B. and Bellis, E.
"Social Class Differences in Attitudes Toward Psychiatry," American Journal of Orthopsychiatry, 1955, Vol. 25, pp. 60-70.
05294
- Redlich, F. C.
"What the Citizen Knows about Psychiatry," Mental Hygiene, 1950, Vol. 34, pp. 64-79.
05295
- Rees, A. M.
Information Needs and Patterns of Usage, Information Retrieval in Action, Western Research University School of Library Science, Center for Documentation, pp. 17-23.
03020
- Rees, A. M.
"Medical Libraries and the Assessment of User Needs," Bulletin of the Medical Library Association, April 1966, Vol. 54, No. 2, pp. 99-103.
05296
- Rees, Alan M. and Schultz, Douglas G.
A Field Experimental Approach to the Study of Relevance Assessments in Relation to Document Searching, Final Report, Cleveland, Ohio: Center for Documentation and Communication Research, Case Western Reserve University, 1967.
06601
- Rees, Matilda B. and Paisley, William J.
Social and Psychological Predictors of Information Seeking and Media Use: A Multivariate Re-analysis, Stanford University, Institute for Communication Research, 1967.
06862

- Reeves, P. W.
 "Analysis and Searching of Educational Research Literature," Information Retrieval in Action, Western Reserve University School of Library Science, Center for Documentation. 02794
- Rehder, Robert R.
The Role of the Detail Man in the Diffusion and Adoption of an Ethical Pharmaceutical Innovation Within a Single Medical Community, Ph.D. Thesis, Palo Alto: Stanford University, 1961. 00152 AA
- Reichler, Robert J., Babigian, Haroutun, and Gardner, Elmer A.
 "The Mental Health Team: A Model for a Combined Community Approach to the Problems of the Poor," American Journal of Orthopsychiatry, 1966, Vol. 36, pp. 434-443. 03194 CA
- Reicker, H.
 "The Effect of Talkativeness on Ability to Influence Group Solutions of Problems," Sociometry, 1958, Vol. 21, pp. 309-321. 06713
- Reidy, J. P.
Zone Mental Health Centers, Springfield: Charles C. Thomas, 1964, 172 pp. 02096
- Reif, F.
 "The Competitive World of the Pure Scientist," Science, December 1961, Vol. 134, No. 3494. pp. 1957-1962. 02804
- Reif, F.
 "Mental Health Manpower and Institutional Change," American Psychologist, 1966, Vol. 21, No. 6, pp. 540-548. 05297
- Reif, F. and Riessman, F.
 "The Indigenous Non-Professional: A Strategy of Change in Community Action and Community Mental Health Programs," National Institute of Labor Education, Report #3, November 1964. 03218 CLS
- Rein, M.
 "Social Science and the Elimination of Poverty," Journal of American Institute of Planners, 1967, Vol. 33, pp. 146-163. 06544
- Rein, Martin and Marris, P.
Dilemmas of Social Reform: Poverty and Community Action in the United States, New York: Atherton, 1967. 06535
- Rein, Martin and Miller, S. M.
 "Social Action on the Installment Plan," Transaction, January/February, 1966, Vol. 3, No. 2, pp. 31-38. 07029
- Reina, William B.
 "The Effectiveness of Television in Improving the Science Program of Kindergarten to Grade 4 Classes in New York City Public Schools," Science Education, Feb. 1961, Vol. 45, pp. 43-54. 03839
- Reiser, M. F.
 "Research Training for Psychiatric Residents General Problems," Archives of General Psychiatry, 1961, Vol. 4, pp. 237-246. 03140
- Reiser, Oliver L.
The Integration of Human Knowledge, Boston: Porter Sargent, 1958, 478 pp. 11626
- Reiss, Jack J.
Functions of Relevant Power and Authority Groups in the Evaluation of County Agent Performance, Ph.D. Thesis, East Lansing: Michigan State University, 1954. 00830
- Reitman, Walter R.
 "Information-Processing Models in Psychology," Science, June 1964, Vol. 144, No. 3623, pp. 1192-1198. 02983
- "Research and Development Magazine's Annual Science Consultants Seminar," Journal of Research and Development, January 1963, Vol. 14, pp. 20-22. 02198
- "Research and Development Procurement: A Symposium," Federal Bar Journal, Sept.-Dec. 1957, Vol. 17, pp. 180-329. 02711
- Research Committee of the Agricultural Education Section, American Vocational Association
 "Summaries of Studies in Agricultural Education: An Annotated Bibliography of Studies in Agriculture Education with Classified Subject Index," United States Office of Education, Vocational Division Bulletin, 1959, No. 180, Supp. 12. 02580
- Research for Better Schools, Inc.
 "RITE Number 1," Research for Better Schools, Inc., Philadelphia, Pennsylvania, Spring 1967. 06065 CLS

- Research Trends: Research and Development Costs are being Questioned as Never Before, and Research is Becoming more Consumer Oriented," Chemical Engineering, Jan. 18, 1965, Vol. 72, pp. 143-144.
02169
- Reittan, V. W.
"Usher and Schumpeter on Invention, Innovation, and Technological Change," Quarterly Journal of Economics, Nov. 1959, Vol. 73, pp. 596-606.
01792
- Requena, Mariano B.
"Studies of Family Planning in the Quinto Normal District of Santiago: the Use of Contraceptives," Milbank Memorial Fund Quarterly 1965, Vol. 43, pp. 69-99.
01560
- Resnick, A.
"The Information Explosion and the User's Need for Hard Copy," Proceedings of the American Documentation Institute Annual Meeting, 1964, Vol. 1, pp. 315-317.
02142
- Resnick, A.
"Relative Effectiveness of Document Titles and Abstracts for Determining Relevance of Documents," Science, 1961, Vol. 134, pp. 1004-1006.
05299 CA
- Resnick, A. and Hensley, C. B.
The Use of Diary and Interview Techniques in Evaluating a System for Disseminating Technical Information, Yorktown Heights, New York: IBM Advanced Systems Development Division, December 1961.
02143 AAM
- Revans, Reginald W.
"Attitudes of Innovation," New Society, August 22, 1963, Vol. 2, No. 47, pp. 20-21.
01278 SA
- "Review and Forelook: 'Special Report'," Journal of Research and Development, Oct. 1965, Vol. 16, pp. 64-80.
02168
- Rhoads, William G. and Piper, Anson C.
Use of Radio-Phonic Teaching in Fundamental Education, Williamstown, Massachusetts, Roper Public Opinion Research Center, 1963.
01559
- Riba, James
"Center Conference Explores Technology and Change," Change, 1966, Vol. 2, pp. 2-3.
00403
- Ribble, R. B.
"The Effects of Planned Change on the Classroom," Theory into Practice, Feb. 1966, Vol. 5, No. 1, pp. 41-45.
00916
- Rice, A.
Learning for Leadership, London: Tavistock Publications, 1965.
07216
- Rice, A.
The Organization and Its Environment, London, Tavistock Publications, 1963.
07158
- Rice, A.
Productivity and Social Organization, London: Tavistock Publications, 1958.
07157
- Rice, E. P.
"Interagency Communication," Social Casework, May 1960, Vol. 41, --. 242-246.
-01794
- Rice, George E. and White, Katharine R.
"The Effect of Education on Prejudice as Revealed by a Game Situation," Psychological Record, 1964, Vol. 14, No. 3, pp. 341-348.
01997 PA
- Richardson, Elliot et. al.
"Educational Lobbies and Federal Legislation," Harris, Seymour, K. Deitch and A. Levensohn, Challenge and Change in American Education, Berkeley, California: McCutcheon Publishing Corporation, 1965.
00604
- Richardson, Gary Alan
"Socio-Economic Factors Associated with Trying New Grocery Products," M.S. Thesis, University Park: Pennsylvania State University, 1964.
01558
- Richardson, J. R.
"Scientific Evidence in the Law," Kentucky Law Journal, Spring 1956, Vol. 44, p. 277.
02403
- Richert, M. R.
"A Study of Factors Influencing Coordination of Resident Instruction, Research, and Extension in Home Economics in Selected Land-Grant Institutions," Dr. Thesis, Madison: University of Wisconsin, 1961.
03835 DA
- Richland, Malcolm
Final Report: Traveling Seminar and Conference for the Implementation of Educational Innovations, Santa Monica, California: System Development Corporation, Technical Memorandum Series 2691, 1965, 140 pp.
03698 CA CLS

- Richman, Barry M.
"Managerial Opposition to Product Innovation in Soviet Union Industry," California Management Review, Winter 1963, Vol. 6, pp. 11-26.
02333
- Ridenour, N.
"Mental Health in the Training of the Related Service Professions," Mental Hygiene, 1955, Vol. 39, pp. 476-482.
03965
- Richmond, J.
"Some Observations on the Sociology of Pediatric Education and Practice," Pediatrics, 1959, Vol. 23, pp. 1175.
00522
- Richmond, P. A.
"What Are We Looking For? Attention to the Nature of Scientific Discovery Would Produce Better Information Retrieval Systems," Science, Feb. 22, 1963, Vol. 139, pp. 737-739.
00521
- Riessman, Frank
"The Revolution in Social Work: The New Non-professional," Mobilization for Youth Inc., New York, Nov. 1963, Mimeo.
00520
- Riley, John W. Jr.
"Reflections of Data Sources in Opinion Research," Public Opinion Quarterly, Fall 1962, Vol. 26, No. 3, pp. 313-328.
01160
- Riley, John W., Jr.
"The Sociologist in the Nonacademic Setting," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 789-805.
06670
- Riley, John W. Jr. and Cottrell, Leonard S. Jr.
"Research for Psychological Warfare," Public Opinion Quarterly, 1957, Vol. 21, pp. 147-158.
00519
- Riley, John W. and Riley, M. W.
"Mass Communications and the Social System," Robert M. Martin et.al. (ed.) Sociology Today, Basic Books, New York, 1959.
01038
- Riley, John W., Jr. and Riley, Matilda, W.
"Sociological Perspectives on the Use of New Educational Media," New Teaching Aids for the American Classroom, Stanford, California: Institute for Communication Research, 1960, pp. 27-49.
03818 CA
- Riley, John W. and Riley, Matilda
"The Use of Various Methods of Contraception," American Sociological Review, 1940, Vol. 5, pp. 890-903.
01557
- Riley, H. E.
"Research in Technology Transfer: Where We stand and What Needs to be Done," Proceedings from Technology Transfer and Innovation sponsored by the National Planning Association, National Science Foundation, May 15-17, 1966. p. 98.
07059
- Rioch, Margaret J.
"Changing Concepts in the Training of Therapists," Journal of Consulting Psychology, 1966, Vol. 30, No. 4, pp. 290-292.
05301
- Rioux, J. William
"Economic Opportunity Act of 1964," Audio-Visual Instruction, Oct. 1965, 10:638-639.
06039 CA
- Rising, Jesse E. et.al.
"Postgraduate Medical Education in Kansas," Journal of the American Medical Association, March 29, 1958, Vol. 166, pp. 1602-1609.
00741
- Ritzman, C.
"Problems Involved in Coping with the Poorly Qualified Private Practitioner," ASHA: A Journal of the American Speech and Hearing Association, 1962, Vol. 4, pp. 3-6.
03116
- Rivers, W. F.
"Program IN STEP (Indian Steel Training and Educational Program)," Far Eastern Survey, Jan. 1959, Vol. 28, pp. 12-16.
02565
- Rivlin, Alice M.
"The Role of the Federal Government in Financing Higher Education," Washington, D.C.: Brookings Institution, 1961, 179 pp.
02740 CA
- Rizwani, Abdur Rehman
"Adoption of Recommended Farm Practices in Selected Rural Communities of New York State," Ph.D. Thesis, Ithaca, New York: Cornell University, 1964.
01556
- Roberts, H. D.
"The Opinion Leader and Insurance," A Report for the Degree of Master of Business, University of California, Berkeley, 1962.
06671

- Robertson, C. A.
Effectiveness of Crop Demonstrations: A Study of Wheat Demonstrations in Aligarh District, U.P., Delhi, University of Delhi, Agricultural Economics Centre, Intensive Agricultural District Programme Studies, 1964.
 01554
- Robertson, George J.
"The Application of Medical TV to the Practicing Physician," Continuing Education for the Practicing Physician, Beverly Hospital Research Foundation, December 1964, pp. 44-46.
 06159 CA
- Robertson, Thomas S.
"The Process of Innovation and the Diffusion of Innovation," Journal of Marketing, 1967, 31(1):14-19.
 06347
- Robinson, H. B. and Robinson, N. M.
The Mentally Retarded Child: A Psychological Approach, New York: McGraw-Hill, 1965.
 -06266
- Robinson, A. D. et.al.
"Mass Communications and the 1963 Election," Political Science, (New Zealand) Sept. 1964, Vol. 16, pp. 7-22.
 02275
- Robinson, A. V.
An Evaluation of the Cooroy Extension Group, Brisbane, Australia: Queensland Department of Primary Industries, 1963.
 01555 AA
- Robinson, James A.
"Simulation and Games," Rossi, P. and Biddle, B. (Eds.), The New Media and Education: Their Impact on Society, Chicago: Aldine Publishing Company, 1966, pp. 85-123.
 -06137 CLS
- Roche, P. G.
"Psychiatry, Criminology and the Law," Medicine, Science and Law, July 1965, Vol. 5, pp. 132.
 00518
- Rock, V. P.
"The Politics of Science and Technology," World Politics, Jan, 1966, Vol. 18, No. 2, pp. 314-332.
 01167
- Rodman, Hyman et.al.
"Organizational Strains in the Researcher and Practitioner Relationship," Human Organizations, Summer 1964, Vol. 23, No. 2, pp. 171-182.
 01248
- Rodnick, E. H.
"Training for Research in the Mental Health Field," Strother, C. R. (ed.) Psychology and Mental Health, Washington, D.C.: American Psychological Association, 1957.
 01333
- Roethlisberger, F.
"Barriers of Communication Between Men," Northwestern University Information, April 1952, Vol. 20, No. 25.
 -00929
- Roethlisberger, F. J. and Dickson, W. J.
Management and the Worker, Cambridge, Mass: Harvard University Press, 1964.
 07193
- Rogers, Carl
Client Centered Therapy, Boston: Houghton-Mifflin, 1951.
 -06271
- Rogers, Carl R.
"Communication: Its Blocking and Facilitation," Northwestern University Information, April 1952, Vol. 20, No. 25.
 -03809
- Rogers, Carl R. and Roethlisberger, F.
"Barriers and Gateways to Communication," Harvard Business Review, 1952, Vol. 30, pp. 46-52.
 -06345 CA
- Rogers, Everett M.
"Achievement Motivation and the Adoption of Farm Innovations in Colombia," Paper presented at the Society for Applied Anthropology, San Juan, Puerto Rico, 1964.
 01553
- Rogers, Everett M.
"The Adoption Period," Rural Sociology, 1961, Vol. 26, pp. 77-82.
 01552
- Rogers, Everett M.
Bibliography of Research on the Diffusion of Innovations, East Lansing, Michigan: Department of Communication, College of Communication Arts, Michigan State University, 1964, pp. 58.
 01822
- Rogers, Everett M.
"Categorizing the Adopters of Agricultural Practices," Rural Sociology, 1958, Vol. 23, pp. 345-354.
 01551

- Rogers, Everett M.
Characteristics of Agricultural Innovators and Other Adopter Categories, Wooster, Ohio Agricultural Experiment Station Research Bulletin 882, 1961.
05302
- Rogers, Everett M.
"Characteristics of Agricultural Innovators and Other Adopter Categories," in Schramm, W. (ed.), Studies of Innovation and Communication to the Public, Palo Alto, California: Stanford University, Institute for Communication Research, 1962.
01549 AA
- Rogers, E. M.
"Rural Schools and Communication," in Miller, Richard I., Catalyst for Change: A National Study of ESEA Title III (PACE) Reports of Special Consultants, Washington, D.C.: United States Government Printing Office, 1967, pp. 145-152.
07080 CA
- Rogers, Everett M.
"The Communication of Innovations: Strategies for Change in a Complex Institution," paper presented at the National Conference on Curricular and Instructional Innovation for Large Colleges and Universities, East Lansing, Michigan, 1966.
06457
- Rogers, Everett M.
"A Conceptual Variable Analysis of Technological Change," Rural Sociology, 1958, Vol. 23, pp. 136-145.
01651
- Rogers, Everett M.
A Conceptual Variable Analysis of Technological Change, Ph.D. Thesis, Ames: Iowa State University, 1957.
01543
- Rogers, Everett M.
"Developing a Strategy for Planned Change," paper presented at the Symposium on System Analysis and Management Techniques for Educational Planners, Orange, California, 1967.
06458
- Rogers, Everett M.
Diffusion of Innovations, New York: The Free Press of Glencoe, Inc., 1962, pp. 367.
01824
- Rogers, Everett M.
"How Research can Improve Practice: A Case Study," Theory into Practice, April 1962, Vol. 1, No. 2, pp. 89-93.
03177 CA
- Rogers, Everett M.
"Mass Media Exposure and Modernization Among Columbian Peasants," Public Opinion Quarterly, 1965, Vol. 29, pp. 614-625.
01544
- Rogers, Everett M.
"Needed Research on Diffusion Within Educational Organizations," National Conference on the Diffusion of Educational Ideas, East Lansing: Kellogg Center for Continuing Education, March 1968.
06863
- Rogers, Everett M.
"Personality Correlates of the Adoption of Technological Practices," Rural Sociology, Sept. 1957, Vol. 22, pp. 267-268.
02414
- Rogers, Everett M.
"The Role of the Agricultural Innovator in Technological Change," Paper Presented at the American Sociological Society, Chicago, 1959.
01539
- Rogers, Everett M.
Social Change in Rural Society, New York: Appleton-Century-Crofts, Inc., 1960, pp. 490.
01827
- Rogers, Everett M.
"A Note on Innovators," Journal of Farm Economics, 1959, Vol. 41, pp. 132-134.
01541
- Rogers, Everett M.
"Opinion Leaders in the Communication of Agricultural Technology," Paper Presented at American Sociological Society, Seattle, Washington 1958.
01540
- Rogers, Everett M.
Toward a New Model for Educational Change, (A Paper Prepared for the conference on Strategies for Educational Change, sponsored by the Ohio State University,) East Lansing, Michigan: Department of Communications, Michigan State University, 1965, pp. 14.
01369
- Rogers, Everett M.
"What are Innovators Like?" in Change Processes in the Public Schools, Eugene, Oregon: The Center for the Advanced Study of Educational Administration, 1965.
00589 CA
- Rogers, Everett M. et.al.
Diffusion of Innovations: Educational Change in Thai Government Secondary Schools, East Lansing, Michigan: Michigan State University, Institute for International Studies in Education and Department of Communication, March 1969.
07223

- Rogers, Everett M. and Beal, George M.
 "The Importance of Personal Influence in the Adoption of Technical Changes," Social Forces, May 1958, Vol. 36, pp. 329-340.
 02205
- Rogers, Everett M. and Beal, George M.
Reference Group Influences in the Adoption of Agricultural Technology, Ames: Iowa State College Department of Economics and Sociology Mimeo Bulletin, 1958.
 01537
- Rogers, Everett M. and Bettinghaus, E. P.
 "Comparison of Generalizations from Diffusion Research on Agriculture and Family Planning," Paper presented at American Sociological Association, Miami Beach, August 29, 1966.
 05397
- Rogers, Everett M. and Burdge, Rabel J.
Community Norms, Opinion Leadership and Innovativeness Among Truck Growers, Wooster, Ohio Agricultural Experiment Station Research Bulletin, No. 912, 1962.
 01536 AA
- Rogers, Everett M. and Burdge, Rabel J.
Muck Vegetable Growers: Diffusion of Innovations Among Specialized Farmers, Wooster, Ohio Agricultural Experiment Station Research Bulletin, No. 94, 1961.
 01535
- Rogers, Everett M. and Capener, Harold R.
The county Extension Agent and His Constituents, Wooster, Ohio Agricultural Experiment Station Research Bulletin, 858, 1960.
 01534
- Rogers, Everett M. and Cartano, David G.
 "Differential Self-Perceptions by Adopter Categories," Paper Presented at the Rural Sociological Society, Northridge, California, 1963.
 01533 AA
- Rogers, E. M. and Cantano, D. C.
 "Methods of Measuring Opinion Leadership," Public Opinion Quarterly, Fall 1962, Vol. 26, No. 3, pp. 435-441.
 03380
- Rogers, Everett M. and Havens, A. Eugene
Extension Contact of Ohio Farm Housewives, Wooster, Ohio Agricultural Experiment Station Research Bulletin, No. 890, 1961.
 01532
- Rogers, Everett M. and Havens, A. Eugene
The Impact of Demonstrations on Farmers' Attitudes Toward Fertilizer, Wooster, Ohio Agricultural Experiment Station Research Bulletin, No. 891, 1961.
 01531
- Rogers, Everett M. and Havens, Eugene A.
 "Rejoinder to Griliches': Another False Dichotomy," Rural Sociology, Sept. 1962, Vol. 27, No. 3, pp. 330-332.
 02944
- Rogers, Everett M. and Havens, A. Eugene
 "Predicting Innovativeness," Sociological Inquiry, 1962, Vol. 32, pp. 34-42.
 01530
- Rogers, Everett M. and Herzog, William
 "Functional Literacy Among Columbian Peasants," Economic Development and Cultural Change, 1966, Vol. 14, pp. 190-203.
 01529
- Rogers, Everett M. and Leuthold, Frank O.
Demonstrators and the Diffusion of Fertilizer Practices, Wooster, Ohio Agricultural Experiment Station Research Bulletin, No. 908, 1962.
 01528
- Rogers, Everett M. and Meynen, Wicky L.
 "Communication Sources for 2,4-D Weed Spray Among Colombian Peasants," Rural Sociology, 1965, Vol. 30, pp. 213-219.
 01527 CA
- Rogers, Everett M., and Niehoff, Arthur H.
 "Diffusion of Agricultural Innovations in Eastern Nigeria: Innovation Characteristics, Motivation, and Communication Bottlenecks," paper presented at the Conference on the Nigerian Economy and CSNRD, East Lansing, Michigan, 1967.
 06459
- Rogers, Everett M. and Pitzer, R. L.
The Adoption of Irrigation by Ohio Farmers, Wooster, Ohio Agricultural Experiment Station Research Bulletin No. 851, 1960.
 01526
- Rogers, Everett M. and Ramos, Elssy Bonilla De
 "Prediction of the Adoption of Innovations: A Progress Report," Paper Presented at the Rural Sociological Society, Chicago, 1965.
 01525
- Rogers, Everett M. and Rogers, Edna L.
 "A Methodological Analysis of Adoption Scales," Rural Sociology, 1961, Vol. 26, pp. 325-336.
 01524 AAM
- Rogers, Everett M. and Stanfield, J. D.
Adoption and Diffusion of New Products: Emerging Generalizations and Hypotheses, Document Diffusion Center, Department of Communication, Michigan State University, East Lansing.
 05396

- Rogers, Everett and Svenning, Lynne
"Change in Small Schools," Paper presented at the National Working Conference on Solving Educational Problems in Sparsely Populated Areas, Denver, Colorado: March 17-19, 1969.
07116 CLS
- Rogers, Everett and Svenning, Lynne
"Strategies for Communication and System Innovation - Decisions for School Administrators," East Lansing, Michigan: Department of Communication, Michigan State University, October 1968.
07046 CLS
- Rogers, Everett M. and Van Don Ban, Anne W.
"Research on the Diffusion of Agricultural Innovations in the United States and the Netherlands," Sociologia Ruralis, 1963, Vol. 3, No. 1, pp. 38-51.
03363
- Rogers, Everett M. and Yost, M. D.
Communication Behavior of County Extension Agents, Wooster, Ohio Agricultural Experiment Station Bulletin, No. 850, 1960.
01547
- Rohan, T. M.
"Electronic Library Gives Clue to Top Areas of Research," Iron Age, Sept. 20, 1966, Vol. 190, pp. 89-90.
02764
- Rohrer, Wayne C.
"On Clienteles of Agricultural Extension Service," Rural Sociology, 1955, Vol. 20, pp. 299-303.
01522 CA
- Rohwer, Robert A.
"How New Practices Spread," Iowa Farm Science, 1949, Vol. 4, pp. 13-14.
00154
- Rokeach, Milton
Open and Closed Mind, New York: Basic Books, 1960.
- 06255
- Rolle, Pierre
"Changing Technique and Attitudes Towards Change," Cahiers d'Etude Des Socieles Industrielles et de l'Automation, 1963, Vol. 5, pp. 189-218.
03454
- Rollins, Sidney P. and Charters, W. W. Jr.
"The Diffusion of Information Within Secondary School Staffs," Journal of Social Psychology, 1965, Vol. 65, pp. 167-178.
01520
- Rome, S. and Rome, B.
In Bowers, Raymond V. (ed.), Studies on Behavior in Organization, Athens, Georgia: University of Georgia, Research Conference on Behavior in Organizations, 1962.
07208
- Roncek, Joseph S.
"The Sociology of Assimilation," Journal of Human Relations, 1955, Vol. 3, pp. 14-21.
00515 CA
- Roney, James G. Jr.
"Social Sciences in the Teaching of Public Health," Journal of Health and Human Behavior, 1960, Vol. 1, p. 48.
06672
- Ronhen, H. O. and Lawrence, P. R.
Administering Change: A Case Study of Human Relations in a Factory, Cambridge: Harvard University Press, 1952, 324 pp.
00994
- Roose, L. J.
"The Influence of Psychosomatic Research on the Psychoanalytic Process," Journal of American Psychoanalytic Association, 1960, Vol. 8, pp. 317-334.
03142 CA
- Roper, K. I.
The Utilization of Industry Sponsored Instructional Materials by Colorado High School Chemistry Teachers, Dr.'s Thesis, Boulder: University of Colorado, 1956.
05303
- Rose, Arnold M.
"Intergroup Relations vs. Prejudice: Pertinent Theory for the Study of Social Change," Social Problems, 1956, Vol. 4, pp. 173-176.
-00514
- Rose, Arnold M.
"Mental Health Attitudes of Youth as Influenced by a Comic Strip," Journalism Quarterly, 1958, Vol. 35, pp. 333-342.
01649
- Rose, Arnold M.
"The Social Scientist as an Expert Witness in Court Cases," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.), The Uses of Sociology, New York: Basic Books, 1967, pp. 100-118.
06673
- Rose, Arnold M.
"Sociological Factors in the Effectiveness of Projected Legal Remedies," Journal of Legal Education, 1959, Vol. 11, No. 4, pp. 470-481.
00513

- Rose, C. W. and Skoles, D. L.
"Continuing Education for Juvenile Court Judges: The National Council of Juvenile Court Judges Institute and Conference Program," Journal of the American Judicature Society.
 00507
- Rose, M. and Esser, M. A.
"The Impact of Recent Research Developments on Private Practice," American Journal of Psychiatry, Nov. 1960, Vol. 117, pp. 429-433.
 00993
- Rosen, George
"Some Substantial Limiting Conditions in Communication Between Health Officers and Medical Practitioners," American Journal of Public Health, December 1961, Vol. 51, pp. 1805-1816.
 03298 CA
- Rosen, Sidney
"Innovation in Science Teaching - A Historical View," School Science and Mathematics, April 1963, Vol. 63, pp. 313-323.
 03833
- Rosenbaum, M.
"Obstacles to Research in Psychotherapy," Psychoanalytic Review, 1960, Vol. 47, No. 1, pp. 97-105.
 03151
- Rosenbaum, M. et.al.
"Impact of Social Psychiatry on a Psychoanalytically Oriented Department of Psychiatry," Archives of General Psychiatry, 1964, Vol. 2, pp. 31-39.
 03220
- Rosenberg, Victor
"Factors Affecting the Preferences of Industrial Personnel for Information Gathering Methods," Information Storage and Retrieval, July 1967, Vol. 3, pp. 119-127.
 06602
- Rosenbloom, Richard S.
"Federal Research and Development May Yield Fewer Products," Chemical and Engineering News, August 9, 1965, Vol. 43, pp. 32-33.
 02163
- Rosenbloom, Richard S.
Technology Transfer--Process and Policy: An Analysis of the Utilization of Technological Byproducts of Military and Space R & D, Special Report No. 62, National Planning Association, July 1965.
 06864
- Rosenbloom, Richard S. et.al.
Technology Transfer and the Flow of Technical Information in a Large Industrial Corporation, Graduate School of Business Administration, Harvard University, Cambridge, Massachusetts, March 1965, 2 Vols.
 03824 AAM
- Rosenbloom, Richard S. and Wolek, Francis W.
Studies of the Flow of Technical Information: An Interim Report, Graduate School of Business Administration, Harvard University, Cambridge, Massachusetts, January 1966.
 01242
- Rosenbloom, Richard S. and Wolek, Francis W.
"Technology, Information, and Organization: Information Transfer in Industrial R & D," Boston: Graduate School of Business Administration, Harvard University, June 1967.
 06205 CLS
- Rosenfeld, Eva
"Social Research and Social Action in Prevention of Juvenile Delinquency," Social Problems, 1956, Vol. 4, pp. 138-148.
 00510
- Rosenfield, J. M.
"Strangeness Between Helper and Client: A Possible Explanation of Non-Use of Available Professional Help," Social Service Review, March 1964, Vol. 38, pp. 17-25.
 00825
- Rosenfield, J. M. and Orlinsky, N.
"The Effects of Research on Practice: Research Decrease in Noncontinuence," Archives of General Psychiatry, 1961, Vol. 5, pp. 176-182.
 03091 PA
- Rosenthal, D. and Crain, R.
"Executive Leadership and Community Innovation: The Fluoridation Experience," Urban Affairs Quarterly, 1966, Vol. 1, No. 3, pp. 39-57.
 02614
- Rosenthal, R. A.
"The Effect of the Experimenter on the Results of Psychological Research," B. Mahan, (ed.), Progress in Experimental Personality Research, Vol. I, 1964, New York: Academic Press.
 -06265
- Rosenthal, R. and Jacobsen, C.
"Self Fulfilling Prophecies in the Classroom: Teachers' Expectations as Unintended Determinants of Pupils' Intellectual Competence," Draft copy of a chapter in a book published by Holt in 1967.
 06264
- Rosenthal, Robert and Jacobson, Lenore F.
"Teacher Expectations for the Disadvantaged," Scientific American, 1968, Vol. 218, No. 4, pp. 19-.
 06866
- Rosner, Martin M.
"Administrative Controls and Innovation," Behavioral Science, Jan. 1968, Vol. 13, No. 1, pp. 36-43.
 06867
- Ross, Donald H.
Administration for Adaptability: A Source Book Drawing Together the Results of More than 150 Individual Studies Related to the Question of Why and How Schools Improve, New York: Metropolitan School Study Council, 1958.
 02878

- Ross, Donald H.
"Measuring Institutional Quality of School Systems," Teachers College Record, 1955, Vol. 57, pp. 172-177.
01518
- Ross, Donald H.
"Rate of Diffusion for Driver Education," Safety Education, 1952, Vol. 32, pp. 16-32.
01517
- Ross, H. L. and Campbell, D. T.
The Connecticut Speed Crackdown: A Study of the Effects of Legal Change, New York University/Northwestern University, 1955.
06730
- Ross, John and Bang, Sook
"The Aid Computer Program, used to Predict Adoption of Family Planning in Koyang," Unpublished Paper, Population Council, New York 1965.
01105
- Ross, R. S.
"Using Communications Research in Industry," Personnel, 1957, Vol. 33, pp. 514-519.
03940
- Rossbacher, R. I.
"Five Unique Struggles for Research and Development Management," Research and Development, July 1966, Vol. 17, pp. 30-33.
02181
- Rossi, Peter H. and Biddle, Bruce J. (eds.)
The New Media and Education: Their Impact on Society, Chicago: Aldine Pub. Co., 1968.
03048 CLS
- Rothe, H.
"Does Higher Pay Bring Higher Productivity," Personnel, 1960, Vol. 37, pp. 20-38.
07172
- Rothemich, V. J.
Communication in Educational Change, Ph.D. Thesis, Teachers College, Columbia University 1953.
10361
- Rothstein, Jerome, H.
Communication, Organization, and Science, Indian Hills, Colorado: Falcon's Wing Press, 1958, pp. 110.
01691
- Rothstein, Jerome H. (ed.)
Mental Retardation: Readings and Resources, New York: Holt, Rinehart and Winston, 1961, 628 pp.
03778
- Rotter, Paul
"A Study for Improving Programs for the Preparation of Teachers of the Deaf," Volta Review, Oct. 1962, Vol. 64, pp. 481-486.
02724
- Rottman, Leon H. and Kepers, George L.
"The Effectiveness of Television Instruction in Science," New Mexico Society for the Study of Education, Educational Research Bulletin, 1963, pp. 1-6.
01996
- Roucek, Joseph S.
"The Training of Teachers of Handicapped Children in the United States," Bereday and Lauwerys (Eds.) The Education and Training of Teachers, Yearbook of Education, 1963, New York: Harcourt, Brace and World, 1963, pp. 192-200.
02725
- Roucek, Joseph S.
"The Sociology of Assimilation," Journal of Human Relations, Spring 1955, Vol. 3, pp. 14-21.
00515 CA
- Rourke, F. E.
"Bureaucracy in Conflict: Administrators and Professionals," Ethics, April 1960, Vol. 70, pp. 220-227.
01748
- Rowat, D. (ed.)
The Ombudsman: Citizens Defender, London: Allen and Unwin, 1965.
07079
- Rowe, A. P.
"From Scientific Idea to Practical Use," Minerva, Spring 1964, Vol. 2, No. 3, pp. 303-319.
03007 CA
- Roy, R. N.
"Study of the Causes of Success and Failure of Improved Farm Practices in an East Bihar Village," M.S. Thesis, Bhagalpur, India: Agricultural College Sabour, 1959.
01515
- Royal Society of London
"Royal Society of London, Scientific Information Conference," London: Royal Society of London, 1948.
05304
- Royds, Albert
"An Investigation into the Efficiency of Schools Television Lessons in the Teaching of Elementary Science," British Journal of Educational Psychology, 1963, Vol. 33, No. 3, p. 327.
01995

Rubenstein, Albert H.

"Organization and Research and Development Decision Making Within the Decentralized Firm," The Rate of Direction of Inventive Activity, A Report of the National Bureau of Economic Research, Princeton: Princeton University Press, 1962, pp. 385-393.
01608 CA

Rubenstein, Albert H.

"Organizational Factors Affecting Research and Development Decision-Making in Large Decentralized Companies," Management Science, July 1964, Vol. 10, No. 4, pp. 618-633.
01604

Rubenstein, Albert H.

"The Need for Replication and Cross-Cultural Comparisons in Studies of the Management of Research and Development," Presented at the 12th International Meeting of the Institute of Management Sciences, Vienna, September 1965.
01453

Rubenstein, Albert H.

"Recent Developments in the Field of Research on Research," Prepared for the "Seminar on the Strategy of Corporate Research," Graduate School of Business Administration, University of California, Los Angeles, sponsored by the McKinsey Foundation for Management Research, Inc., October 1965.
01213

Rubenstein, Albert H.

"Research on Proposition Formation and Field Studies in Connection with Project Hindsight," Department of Industrial Engineering and Management Sciences, Northwestern University, First Progress Report, July 1966.
01566

Rubenstein, Albert H.

"The Role of Implementation in Several Aspects of the Research and Development Process," Presented at the meeting of the Institute of Management Sciences, Philadelphia, Pennsylvania: September 1966.
01208

Rubenstein, Albert H.

"Some Common Concepts and Tentative Findings from a Ten-Project Program of Research on Research and Development Management," Gordon and Breech (Eds.) Research Program Effectiveness, 1966.
01282

Rubenstein, Albert H.

"Some Observations on the State of the Art in Research on the Management of Research and Development with Potential Applications and Implications for the National Aeronautics and Space Administration," Department of Industrial Engineering and Management Science, Northwestern University, Feb. 1965.
01573

Rubenstein, Albert H.

"Some Preliminary Notes on a Proposed Study of Selected Communication Problems at the Interface Between Systems Planning and Research and Development," A Working Paper, Department of Industrial Engineering and Management Sciences, Northwestern University, June 1966.
01575

Rubenstein, Albert H.

"Studies of Project Selection in Industry," Dean, Burton V. (ed.) Operations Research in Research and Development, New York: John Wiley and Sons, Inc. 1963.
01890

Rubenstein, Albert H.

"Timing and Form of Researchers Needs for Technical Information," Journal of Chemical Documentation, 1962, Vol. 2, No. 28, pp. 28-31.
01568

Rubenstein, Albert H. and Haberstroh, Chadwick J. (eds.)

Some Theories of Organization, Homewood Illinois: The Dorsey Press, Richard D. Irwin, Inc., 1960.
- 02882

Rubenstein, Albert H. and Hannenberg, Richard

"Idea Flow and Project Selection in Several Industrial Research and Development Laboratories," Tybout, Richard A. (ed.) Economic of Research and Development, Columbus: Ohio State University Press, 1965, pp. 219-244.
01891

Rubenstein, Albert H. and McColly, John B.

"Phases In the Life Cycle of Industrial Operations Research Groups," Presented at the Joint Institute of Management Sciences Operations Research Society of America Meeting, San Francisco, November 1960.
01584.

Rubenstein, Albert H. et.al.

"Some Organizational Factors Related to the Effectiveness of Management Science Groups in Industry," Presented at the 12th International Meeting of the Institute of Management Sciences, Vienna, September 1965.
01579

Rubenstein, Albert H. and Radnor, Michael

"Top Management's Role in Research Planning in Large Decentralized Companies," in Proceedings of the Third International Federation of Operations Research Societies, Oslo, 1963.
01605

Rubenstein, Albert H.

"Some Preliminary Experiments and a Model of Information-Seeking Style of Researchers," Prepared for Presentation to the National Conference on Administration of Research, October 1966.
01562

- Rubenstein, Albert H. and Young, Earl C.
 "An Analysis of Alternative Strategies for Organizing the Applied Research Activities of Developing Countries," In The Possibilities of Operational Research in Developing Countries, Paris: Dunod, 1964.
 01602
- Rubenstein, Albert H.
 "Strategies and Patterns for the Organization of Applied Research in Latin America and South and Southeast Asia," Presented at the Third Regional Meeting of Representatives of National Scientific Research Organizations of South and Southeast Asia Regions, Canberra, Australia, Feb. 17, 1964.
 01600
- Rubenstein, A. H. and Sullivan, E. M. (eds.)
A Directory of Research-on-Research - Program of Research on the Management of Research and Development, Evanston, Illinois: Department of Industrial Engineering and Management Sciences, Technological Institute, Northwestern University, September 1968 (Second Edition).
 07075
- Rubin, E.
 "Management of Rapid Growth," Administration, Dublin, Aug. 1965, Vol. 13, No. 3, pp. 163-175.
 -01148
- Rubioff, Morris, ed.
Toward a National Information System, Washington, D.C.: Spartan 1965.
 06868
- Ruechell, Randall C.
 "An Experimental Study of Audience Recognition of Emotional and Intellectual Appeals in Persuasion," Speech Monographs, 1958, Vol. 25, pp. 49-58.
 01636
- Ruesch, J.
 "Technology and Social Communication," in Thayer (ed.) Communication, Springfield, Ill.: Thomas, 1967, pp. 452-469.
 06714
- Ruff, G. E. and Levy, D. Z.
 "Psychiatric Research in Space Medicine," American Journal of Psychiatry, 1959, Vol. 115, pp. 793-797.
 01309
- Rufsvold, M. I. and Guss, C.
Guides to Newer Educational Media, Chicago: American Library Association, 1961.
 03772
- Rugg, K. C.
 "An Analytic Study of the Position of the City School System Audio-Visual Director," Bloomington: Indiana University, 1954, Dissertation Abstract, 1955, Vol. 15, No. 5, pp. 757.
 03775
- Runkel, Philip J.
 "Communication Between Counselors and Teachers," Educational Newsletter, National Council on Measurements, April 1961, Vol. 4, No. 2.
 05306
- Runkel, Philip J.
 "Replicated Tests of the Attraction-Communication Hypothesis in a Setting of Technical Information Flow," American Sociological Review, June 1962, Vol. 27, pp. 402-408.
 00797 CA
- Runkel, Philip J. et.al.
Changes in Schools Which Do and Do Not Send Staff Members to Training Institutes in Counseling, Urbana: University of Illinois Bureau of Educational Research, 1961, 117 p.
 05305
- Runkel, Philip J. and Peizer, David B.
 "The Two-Valued Orientation of Current Equilibrium Theory," Behavioral Science, 1968, Vol. 13, No. 1, pp. 56-65.
 06869
- Runkel, Philip J. and Darmin, D. E.
 "Effects of Training and Anxiety Upon Teacher's Preferences for Information about Students," Journal of Educational Psychology, October 1961, Vol. 52, No. 5, pp. 254-261.
 05307
- Rush, W. S.
 "Some Factors Influencing Children's Use of the Mass Media of Communication," Experimental Education, Spring 1965, Vol. 33, pp. 301-304.
 -01755
- Russell, Hamish Milton
 "A Survey of the Lands Department Rabbit Eradication Campaign in the Mallee," M.S. Thesis, Melbourne, Australia: University of Melbourne, 1964.
 01516
- Russell, M. V. and Swell, L.
 "A Demonstration Project in Fertility Control," Dissertation Abstracts, 1966, Vol. 26, Part 1, pp. 7479.
 00505 DA
- Russell Sage Foundation
Effective Use of Social Science Research in the Federal Services, New York: Russell Sage Foundation, 1950.
 00504

Ruth, F. W.
 "Proposed Scientific Approach to the Crime Problem," Dickinson Law Review, October 1955, Vol. 60, pp. 85.
 12721

Ryan, Bryce
 "A Study in Technological Diffusion," Rural Sociology, Sept. 1948, Vol. 13, pp. 273-285.
 01749

Ryan, Bryce and Gross, Neal C.
Acceptance and Diffusion of Hybrid Corn Seed in Two Iowa Communities, Ames, Iowa Agricultural Experiment Station Research Bulletin, No. 372, 1950.
 01513

Ryan, Bryce and Gross, Neal C.
 "The Diffusion of Hybrid Seed Corn in Two Iowa Communities," Rural Sociology, March 1943, Vol. 8, pp. 15-24.
 12621

Ryan, J.
 "Teaching and Consultation by Television: II: Teaching by Videotape," Mental Hospitals, 1965, Vol. 16, No. 3, pp. 101-104.
 02228

S

Sabri, Medhat Mahmud
Symbolic Adoption of a New Innovation, M.S. Thesis, Ames: Iowa State University, 1966.
 06460

Sachehidananda
 "Leadership and Culture Change in Kullu," Man in India, April-June 1964, Vol. 44, No. 2, pp. 116-131.
 01253

Saettler, L. P.
History of Instructional Technology II: The Technical Development of the New Media, Occasional Paper No. 2, Washington, D.C.: NEA, 1961, pp. 68.
 05309

Safford, E. S.
 "That Man May Understand More Fully and Live More Effectively: The National Center of Communication Arts and Sciences," Journal of Communication, 1967, Vol. 17, No. 1, pp. 4-12.
 06401

Salasin, Susan E.
 "Project Proposal - Utilization of Research Findings," State of Minnesota, Department of Public Welfare, Mental Health Planning and Study Office, September 30, 1968.
 07040 CLS

Sallan, Vinita
A Study of the Opinions and Characteristics of 'Discontinuers' of a Selected Family Planning Programme in a Selected Village of Delhi State, M.S. Thesis, India: University of Delhi 1966.
 06461

Salley, H. E.
A Study of the Use of 16mm Films by Community Organizations With Special Attention to the Louisville Free Public Library as a Source of Films for such Groups in Louisville, Kentucky, Thesis, Bloomington, Indiana University, 1957, No. 10, pp. 2201-2202.
 05310

Samora, Julian
 "The Social Scientist as Researcher and Teacher in the Medical School," Journal of Health and Human Behavior, 1960, Vol. 1, p. 45.
 06674

Sanchez-Cortes, Jose
 "Relacion entre Etnocentrismo y Aceptacion de Innovaciones en el Area del Consumo," Revista Mexicana de Sociologia, Sept-Dec. 1962, Vol. 24, No. 3, pp. 895-918.
 02956

Sand, Ole
 "Bases for Decision," in Role of Supervisor and Curriculum Director in a Climate of Change, Washington, D.C.: Association for Supervision and Curriculum Development, 1965, pp. 30-49.
 05311 CA

Sanders, D. P.
 "The Study of Change as a Concept in National Development," Theory into Practice, Feb. 1966, Vol. 5, No. 1, pp. 30-33.
 03789

Sanders, H. C. (ed.)
The Cooperative Extension Service, Prentice Hall, 1966, 436 pp.
 02267

Sanders, Irwin T.
 "The Stages of a Community Controversy: The Case of Fluoridation," Journal of Social Issues 1961, Vol. 17, No. 4, pp. 55-65.
 03751 CA

Sandria, Y. C.
 "Factors Affecting Adoption of Improved Practices in M.P. State," M.S. Thesis, Jabalpur, India: Government Agricultural College, 1962.
 01099

Sanford, Nevitt
 "Social Science on Social Reform," Journal of Social Issues, April 1965, Vol. 21, pp. 54-70.
 00503 CA

- Sangle, G. K.
Knowledge and Acceptance of Recommended Farm Practices Among Small Cultivators, M.S. Thesis, Nagpur, India: College of Agriculture, 1962.
 01074
- Santos-Cuyagan, Ruben
 "The Case for Unorganized Social Research," Philippine Sociological Review, July-Oct. 1962, Vol. 10, No. 3-4, pp. 203-205.
 -03003 SA
- Sapolsky, Harvey M.
 "Advisory Network for Federal Science," Bulletin of the Atomic Scientists, 1968, Vol. XXIV, N M. 3, pp. 46-
 06870
- Sarason, Seymour B., Davidson, Kenneth et. al.
The Preparation of Teachers, New York: John Wiley and Sons, 1962, 124 pp.
 -02726
- Sarason, Seymour B.
 "Toward a Psychology of Change and Innovation," American Psychologist, 1967, 22(3):227-233.
 06250
- Sargent, D. A.
 "Problems in Collaboration between lawyers and Psychiatrists," Wayne Law Review, Spring 1965, Vol. 11, p. 697.
 00502
- Sargent, Leslie W.
 "Communicator Image and News reception," Journalism Quarterly, Winter 1965, Vol. 42, No. 1, pp. 35-42.
 -02997 SA
- Sargent, Leslie William
 "Some Projective Measurements of the Effect of Television on the Value Structure of the Elementary school Child," Dissertation Abstracts, 1958, Vol. 19, pp. 1128.
 -01656
- Sarnoff, D.
 "Medical Research and Electronics," Bulletin of the New York Academy of Medicine, March 1963, Vol. 39, pp. 173-179.
 00501
- Sasaki, Tom T.
 "Sociocultural Problems in Introducing New Technology on a Navaho Irrigation Project," Rural Sociology, 1956, Vol. 21, pp. 307-310.
 01106 CA
- Saul, E. V. et.al.
 "A Review of the Literature Pertinent to the Design and Use of Effective Training Aids," Audio-Visual Communication Review, Fall 1957, Vol. 5, pp. 565-66.
 05313
- Saunders, Lyle and Samora, Julian
 "A Medical Care Program in a Colorado County," Paul, Benjamin D. (ed.) Health, Culture and Community, New York: Russel Sage Foundation, 1955.
 01107
- Savale, R. S.
 "Technological Change in Agriculture: Study of Sources of its Diffusion, Efficacy of these Sources and the Economic Factors Affecting the Adoption of Improved Practices," Indian Journal of Agricultural Economics, 1966, 21:199-208.
 06462
- Savard, R. J.
 "Casework and Resistance to Vocational Rehabilitation" Social Casework, Dec. 1958, Vol. 39, pp. 564-570.
 01797
- Sawhney, M. M.
Diffusion and Acceptance of Innovations in Agriculture with special Emphasis of the Role of Rural Leaders and Rural Youth, Ph.D. Thesis, New Delhi: Indian Agricultural Research Institute, 1962.
 01104
- Sawhney, Man Mohan
 "Farm Practice Adoption and the Use of Information Sources and Media in a Rural Community in India," paper presented at the Rural Sociological Society, Miami Beach, Florida, 1966.
 06463
- Sayles, Leonard R.
 "The Change Process in Organizations: An Applied Anthropology Analysis," Hill, Walter A. and Egan, Douglas (eds.), Readings in Organizational Theory: A Behavioral Approach, Boston: Allyn and Bacon, Inc., 1966, pp. 554-564.
 00249
- Sayres, William C.
Recurring Reasons for Resistance to Centralization, Albany, New York: The State Education Department, Division of Research, 1960, pp. 17.
 01041
- Scantland, Lois et.al.
A Square Look at Spokane County, Washington, Pullman, Washington Agricultural Extension Bulletin, 1952, No. 463.
 01138
- Scarpitti, F. F. and Stephensen, R. M.
 "Use of the Small Groups in the Rehabilitation of Delinquents," Federal Probation, September 1966, Vol. 30, pp. 45.
 00500 CA

- Scattergood, Henry
"Three Dimensions of Curricular Change," The Challenge of Curricular Change, Princeton, New Jersey: The College Entrance Examination Board, 1966.
 00631
- Schachter, S.
The Psychology of Affiliation, Stanford: Stanford University, 1959.
 -06260
- Schechter, George (ed.)
Information Retrieval--A Critical Review, Washington, D.C.: Thompson, 1967.
 06612
- Scheffler, Israel
The Language of Education, Springfield, Illinois: Thomas, Charles C., 1960.
 -00499
- Schefflen, Albert E.
"Human Communication: Behavioral Programs and Their Integration in Interaction," Behavioral Science, 1968, Vol. 13, No. 1, pp. 44-55.
 06871
- Schein, E.
Organizational Psychology, Englewood Cliffs: Prentice Hall, 1965.
 07155
- Schein, E.
Organizational Socialization and the Profession of Management, Cambridge, Mass.: Douglas McGregor Memorial Lecture, M.I.T. Sloane School of Management, October 1967.
 07210
- Schein, Edgar H. and Bennis, Warren G.
Personal and Organizational Change Through Group Methods, New York: John Wiley and Sons, Inc., 1965.
 03383
- Schein, Edgar H. and Bennis, Warren G.
"Principles and Strategies in the Use of Laboratory Training for Improving Social Systems," in Schein, E. H. and Bennis, W. G., (eds.) Personal and Organizational Change through Group Methods, New York: John Wiley and Sons, 1965, pp. 201-233.
 06077 CA
- Schein, Edgar H., McKelvey, W. W., et.al.
"Career Orientations and Perceptions of Rewarded Activity in a Research Organization," Administrative Science Quarterly, 1965, Vol. 9, No. 4, pp. 333-349.
 02217
- Schein, Edgar H., Sebnier, Inge et.al.
Coercive Persuasion, New York: Norton, 1961, 320 pp.
 -01994
- Scher, Jordon M.
"Two Descriptions of the Communication Zone," Group Psychotherapy, June 1959, Vol. 12, pp. 127-133.
 -01667
- Schilling, W. R.
"Scientists, Foreign Policy and Politics," American Political Science Review, June 1962, Vol. 56, No. 2, pp. 287-300.
 03402 SA
- Schindler, Raymond A.
Predicting the Adoption or Rejection of Rural Zoning by Township in Ohio, Columbus: Ohio State University, 1962.
 01103 AAM
- Schlesinger, Ben
"American Training for Indian Social Worker: Cure or Curse," Indian Journal of Social Work, Dec. 1960, Vol. 21, No. 3, pp. 261-265.
 02922
- Schlesinger, E. R. et.al.
"A Controlled Study of Health Education in Accident Prevention," American Journal of Diseases of Children, 1966, Vol. 111, No. 5, pp. 490-496.
 03226 SA
- Schlessinger, Fred R.
"The Preparation and Certification of Science Teachers," Theory into Practice, Dec. 1962, Vol. 1, No. 5, pp. 271-276.
 03396
- Schmidt, Warren H.
"Dynamics of People in Meetings," National Conference of Social Work: The Social Welfare Forum, 1955, pp. 215-220.
 01688
- Schminke, C. W.
A Study of the Effective Utilization of a Classroom News Magazine in Teaching Current Events, Doctors Thesis, Iowa City, State University of Iowa, 1960, pp. 236.
 05314
- Schmitt, Francis O.
"The Biomedical Communication Problem," Technology Review, 1964, Vol. 66, No. 5.
 02255 PA
- Schmitt, Karl M.
"Primers for Progress: The Alianza in Central America," Inter-American Economic Affairs, Summer 1964, Vol. 18, pp. 87-94.
 00816 CA

- Schmookler, Jacob
 "Changes in Industry and in the State of Knowledge as Determinants of Industrial Invention," in The Rate and Direction of Inventive Activity: Economic and Social Factors, a report of the National Bureau of Economic Research, Princeton University Press, 1962. 06872
- Schmuck, Richard
 "Social Psychological Factors in Knowledge Utilization as Applied to Educational Administration," Oregon: Center for the Advanced Study of Educational Administration, August 1967--in Eidell, Terry and Kitchel, Joanne (eds.) Knowledge Production and Utilization in Educational Administration, 1968. 06229 CLS
- Schmuck, Richard
Training Teachers for Improved Classroom Peer Relations, Philadelphia, Pennsylvania: Temple University. 03920
- Schmuck, Richard
 "Training Teachers for Knowledge Utilization in the Classroom," American Educational Research Association 1967 Annual Meeting, New York: Feb. 16, 1967. 06028
- Schmuck, Richard A.
 "Helping Teachers Improve Classroom Group Processes," Journal of Applied Behavioral Science, 1968, Vol. 4, No. 4, pp. 401-435. 07083
- Schmuck, Richard and Epperson, David C.
 "The Uses of Social Psychology in Comparative Education," Comparative Education Review, February 1963, Vol. 6, No. 3, pp. 182-190. 05315
- Schoeck, H.
 "Government and Innovation," Politico, March 1965, Vol. 30, No. 1, pp. 13-20. 01152 I.P.S.A.
- Schoenfield, C. A.
 "Communicating Research Findings," Journal of Educational Research, 1965, Vol. 59, No. 1, pp. 13-16. 03257 PA
- Schoenfield, C. G.
 "Implications for the Law in Psychoanalytic Discoveries concerning Aggression," Revista Juridica de la Universidad de Puerto Rico. 00498
- Schon, Donald A.
 "Champions for Radical New Inventions," Harvard Business Review, March-April 1963, Vol. 41, pp. 77-86. 03025 CA
- Schon, Donald A.
 "The Fear of Innovation," International Science and Technology, Nov. 1966, Vol. 59, pp. 70-78. 06873
- Schon, Donald A.
Technology and Change, New York: Delacorte Press, 1967, 248 pp. 06916
- School District of University City
The Impact of New Ideas in Education, University City, Missouri: The School District of University City, 1965, Vol. 2, pp. 64. 00864
- Schramm, Wilbur
 "Communication Development and the Development Process," in Pye, Lucian W. (ed.), Communications and Political Development, Princeton University Press, 1963, pp. 30-57. 03412
- Schramm, Wilbur
 "Communication Research in the United States," in Schramm, Wilbur, (ed.) The Science of Communication, New York: Basic Books, 1963, pp. 1-16. 05396 CA
- Schramm, W.
The Impact of Educational Television, Urbana: University of Illinois Press 1960. 03875
- Schramm, Wilbur
 "Learning from Instructional TV," April 1962, pp. 156-167. 05316
- Schramm, Wilbur
 "Mass Communication," Annual Review of Psychology, 1962, Vol. 13, pp. 251-284. -01992
- Schramm, Wilbur (ed.)
Mass Communications, Urbana, Illinois: University of Illinois Press, 1960, 2 Vols., 695 pp. 01991
- Schramm, W.
Mass Media and National Development: The Role of Information in the Developing Countries, Stanford California: Stanford University Press, and Paris, UNESCO, 1964, 333 pp. 02093

- Schramm, Wilbur (ed.)
The Process and Effect of Mass Communication,
 Urbana, Illinois: University of Illinois
 Press, 1954, 586 pp.
 01232
- Schramm, Wilbur
 "Science and the Public Mind," Katz, Elihu
 et.al. (eds.) Studies of Innovation and of
 Communication to the Public, Studies in the
 Utilization of Behavioral Sciences, Stanford,
 California: Institute for Communication Re-
 search, 1962, Vol. 2, pp. 261-286.
 00878 CA
- Schramm, Wilbur (ed.)
The Sciences of Human Communication, New
 Directions and New Findings in Communications
 Research, New York: Basic Books, 1963.
 02092
- Schramm, Wilbur
 "Twenty Years of Journalism Research," Public
 Opinion Quarterly, 1957, Vol. 21, pp. 91-107.
 00496
- Schramm, Wilbur
 "Utilization of the Behavioral Sciences,"
American Behavioral Scientist, February 1966,
 Vol. 9, pp. 14.
 00494
- Schramm, Wilbur
 "Information Theory and Mass Communication,"
Journalism Quarterly, 1955, Vol. 32, pp. 131-
 146.
 - 00495
- Schramm, Wilbur
 "Educational Technology and the ERIC Clear-
 inghouse," Educational Technology, Special
 Issue: "What is Educational Technology?"
 January 15, 1968, pp. 10-11.
 07030
- Schramm, Wilbur, Lyle, Jack and Pool, I. de Sola
The People Look at Educational Television,
 Stanford, Calif.: Stanford University Press,
 1963, 209 pp.
 06675
- Schramm, Wilbur and Wade, Serena, et.al.
Knowledge and the Public Mind: A Preliminary
 Study of the Distribution and Sources of Sci-
 ence, Health, and Public Affairs Knowledge
 in the American Public, Stanford University,
 Institute for Communication Research, 1967,
 163 pp.
 06874
- Schramm, Wilbur and Winfield, G. F.
 "New Use of Mass Communications for the Pro-
 motion of Economic and Social Development,"
 Paper presented at the United Nations Confer-
 ence on the Application of Science and Tech-
 nology for the Benefit of the Less Developed
 areas.
 01990
- Schubert, Glendon A.
Judicial Decision-Making, Glencoe: Free Press,
 1963.
 - 00492
- Schubert, Glendon
The Judicial Mind, Evanston: Northwestern,
 1965.
 - 00491
- Schubert, Glendon
The Public Interest, Glencoe: The Free Press,
 1960.
 07096
- Schueler, Herbert and Lesser, Gerald S.
Teacher Education and the New Media, Washing-
 ton, D.C.: American Association of Colleges
 for Teacher Education, a department of the
 National Education Association, 1967, 122 pp.
 06676
- Schuler, Edgar A.
 "The Origin and Nature of the Pakistan Academ-
 ies for Village Development," Rural Sociology,
 1964, Vol. 29, No. 3, pp. 304-312.
 03453 CA
- Schultz, T. W.
Transferring Traditional Agriculture, New
 Haven: Yale University Press, 1964, 212 pp.
 01976
- Schuman, Howard
Economic Development and Individual Change: A
 Social-Psychological Study of the Comilla Ex-
 periment in Pakistan, Cambridge, Massachusetts:
 Center for International Affairs, Harvard Uni-
 versity, 1967, pp. 59.
 05401 CA
- Schumpeter
Theory of Economic Development, Cambridge,
 1934.
 - 06236
- Schur, Edwin M.
 "Scientific Methods and the Criminal Trial
 Decision," Social Research, Summer 1958, Vol.
 25, pp. 173-190.
 01981 CA
- Schutz, Richard E.
 "Developing the 'D' in Educational R & D,"
Theory into Practice, April 1967.
 06023 CLS
- Schwab, J. J.
 "What Do Scientists Do?" Behavioral Science,
 1960, Vol. 5, pp. 1-27.
 05318

- Schwartz, David C.
 "On the Growing Popularization of Social Science: the Expanding Publics and Problems of Social Science Utilization," American Behavioral Scientist, June 1966, Vol. 9, No. 10, pp. 47-50.
 00486 CA
- Schwartz, H. A. and Haskell, R. J.
 "A Study of Computer-Assisted Instruction in Industrial Training," Journal of Applied Psychology, 1966, Vol. 50, pp. 360-363.
 03189 CA
- Schwartz, Leonard E.
 "Social Science and the Furtherance of Peace Research," American Behavioral Scientist, March 1966, Vol. 9, No. 7, pp. 24-28.
 02893 CA
- Schwartz, M. S. and Schwartz, C. G.
 "Considerations in Determining a Model for the Mental Hospital," American Journal of Psychiatry, 1959, Vol. 116, pp. 435-437.
 01317
- Schwartz, R. D.
Non-Military Education in the U.S. Army and Air Force, 1900-1960. Ph.D. Thesis, New York: New York University, 1963.
 03837
- "Science and Technology as a Design Influence," Architectural Record, July 1960, Vol. 140, pp. 149-170.
 02180
- "Science Education and Communication," Bulletin of the Atomic Scientist, November 1956, Vol. 12, pp. 333-342.
 03315
- "Scientific and Technological Information in the USSR," Industrial Research News, January 1966, Vol. 1, pp. 22-24.
 01170
- Scollon, Robert W., Jr.
 "The Relative Effectiveness of Several Film Variables in Modifying Attitudes," United States Navy Special Development Center, Technical Report, 1956, No. 269-7-60, 53 p.
 01686
- Scott, Andrew M. and Lucas, W. A. et.al.
Simulation and National Development, John Wiley and Sons, Inc., 1966.
 00487
- Scott, Christopher
 "The Use of Technical Literature by Industrial Technologists," Proceedings of the International Conference on Scientific Information, Washington, D.C.: National Academy of Sciences, 1959, Vol. 1, pp. 245-266.
 02120 CA
- Scott, E. W.
 "Communication and Teamwork," Bush and Hattery (eds.) Teamwork in Research, Washington, D.C.: American University Press, 1953, pp. 93-104.
 03813
- Scott, E. W.
 "Communication of Research Information Between Large Groups," Hertz and Rubenstein (eds.), Research Operations in Industry, pp. 389-406.
 01451
- Scott, K. J.
 "The Scope for Expert Opinions from Learned Societies," New Zealand Journal of Public Administration, Sept. 1959, Vol. 22, pp. 3-12.
 01988
- Seals, T. A.
An Evaluation of Selected Driver and Traffic Safety Educational Courses, Hartford, Conn.: Aetna Life and Casualty, Aug. 1966.
 06729
- Sears, D. O.
 "Biased Indoctrination and Selectivity of Exposure to New Information," Soins, Dec. 1965, Vol. 28, pp. 363-376.
 00485
- Seashore, Charles and Van Egmond, E.
 "The Consultant-Trainer Role in Working Directly With a Total Staff," Journal of Social Issues, 1959, Vol. 15, No. 2, pp. 36-42.
 03155 CA
- Seashore, S.
Communication, Background Paper, Mid-Career Education Project, 1967.
 07150
- Seashore, S. E.
Group Cohesiveness in the Industrial Work Group, Ann Arbor: Institute for Social Research 1954.
 -06286
- Seashore, Stanley E.
 "Interaction Between Research and Application in Industry in the Field of Human Relations," Research into Factors Influencing Human Relations, Hilversum, Netherlands: Paul Brand, 1959, pp. 344-347.
 05319
- Segal, Bernard E.
 "Psychiatrist and Sociologist: Social System, Subculture, and Division of Labor," Journal of Health and Human Behavior, 1965, Vol. 6, No. 4, pp. 207-217.
 03216 CA
- Seiler, J.
 "Diagnosing Interdepartmental Conflict," Harvard Business Review, 1963, Vol. 41, pp. 121-132.
 07204

- Seitz, Frederick
 "Governmental Science Administrator," Physics Today, August 1961, Vol. 14, pp. 36-38.
 03304 CA
- "Sell Your Ideas,"
Nation's Business, March 1961, Vol. 49, pp. 66-68.
 00484
- Selltiz, Claire
 "The Use of Survey Methods in a Citizen's Campaign Against Discrimination," Human Organization, 1955, Vol. 14, No. 3, pp. 19-25.
 00483
- Selltiz, C.; Jahoda, M.; Deutsch, M.; and Cook, S.
Research Methods in Social Relations, (Revised Edition), New York: Holt, Rinehart and Winston, April 1964.
 07228
- Selltiz, Claire and Wormser, Margaret H.
 "Community Self-Surveys: An Approach to Social Changes," Journal of Social Issues, 1949, Vol. 5, No. 2.
 06181
- Selznick, P.
 "Sociology of Law," Journal of Legal Education, 1960, Vol. 12, p. 521.
 02507
- Semple, A. B.
 "Problems of Communication in Modern Mental Health," Canada Journal of Public Health, June 1966, Vol. 57, pp. 283-284.
 00482
- Sen, Latit K.
 "Diffusion of Innovations in a System Model," paper presented at the Seminar on Innovation in Education, Osmania University, Hyderabad, India, 1967.
 06464
- Sen, S. R.
 "The Planning Machinery in India," Indian Journal of Public Administration, July-Sept. 1961, Vol. 7, No. 3, pp. 215-235.
 03385 AA
- Sepulveda, Orlando and Carter, Roy E., Jr.
 "La Efectividad de las Comunicaciones de masas en un Programa de salud; una investigacion evaluativa en Santiago de Chile," Paper presented to the Seventh Latin-American Congress of Sociology, Bogata, 1964.
 01108
- Severin, W. J.
 "Cameras with a Purpose: The Photojournalists of F.S.A.," Journalism Quarterly, Spring 1964, Vol. 41, pp. 191-200.
 01993
- Sexton, R. and Standt, V.
 "Business Communication: A Survey of the Literature," Journal of Social Psychology, Aug. 1959, Vol. 50, pp. 101-118.
 02001
- Shaevitz, M., Barr, D., Feingerg, S. and Glendon A.
 "A Training Program for Research Utilizers: Philosophy, Goals, and Methods," Research project supported by U.S. Office of Education and the Department of Health, Education and Welfare, Ann Arbor, Michigan: Center for Research on Utilization of Scientific Knowledge, Institute for Social Research, 1958, 59 pp.
 07004 CLS
- Shande, H. C.
 "Adaptation and Information in Psychiatry," Journal of Nervous and Mental Disease, 1959, Vol. 128, pp. 204-213.
 01323
- Shane, Harold G.
Research Helps in Teaching the Language Arts, Washington, D.C.: ASCD a Department of the National Education Association, 1955, 80 pp.
 03710
- Shane, Harold G. and Mulry, J. G.
Improving Language Arts Instruction Through Research, Washington, D.C.: Association for Supervision of Curriculum Development, National Education Association, 1963, 153 pp.
 03711
- Shannon, J. A.
 "The Relationship of Laboratory Research to Clinical Investigation," Bulletin of the Tufts, New England Medical Center, July-Spet. 1959, Vol. 5, pp. 79-87.
 00480
- Shapiro, I. S. and Creedon, C. F.
 "An Evaluation of Parent Discussion and Group Leadership Training for Public Health and Hospital Nurses," Nursing Research, 1958, Vol. 7, pp. 27-29.
 03153
- Sharp, Evelyn
 "Progress Report on the Mathematics Revolution," Saturday Review, March 20, 1965, Vol. 48, pp. 62-63.
 01350

- Sharp, Harold S.
"Pitfalls of Information Retrieval," Readings in Information Retrieval, Harold S. Sharp, ed., New York: Scarecrow Press, 1964, pp. 476-485.
 06148
- Sharp, H. (ed.)
Readings in Information Retrieval, New York: Scarecrow Press, 1965, 759 pp.
 02095 CA
- Sharp, Lauriston
"Steel Axes for Stone Age Australians," Spicer, Edward H. (ed.), Human Problems in Technological Change, New York: Russell Sage Foundation, 1952.
 01109
- Shartle, Carroll L.
"The Occupational Research Program: An Example of Research Utilization," Studies in the Utilization of Behavioral Science, Vol. I, Stanford, California: Stanford University, Institute for Communication Research, 1961, pp. 59-74.
 06127 CLS
- Shaw, John Gordon Jr.
The Relationship of Selected Ecological Variables to Leaflet Message Response, Ph.D. Thesis, Seattle: University of Washington, 1954.
 -01110
- Shaw, M.
"Communication Networks," In Berkowitz, L. (ed.) Advances in Experimental Social Psychology, Vol. 3, New York: Academic, 1964, pp. 111-149.
 06715
- Shaw, Marvin E.
"A Comparison of Two Types of Leadership in Various Communication Nets," Journal of Abnormal Psychology, Jan. 1955, Vol. 50, No. 1, pp. 127-134.
 01211
- Shaw, Ralph R.
"Flow of Scientific Information," College and Research Libraries, 1959, Vol. 20, pp. 163-164.
 05320
- Shaw, Ralph R.
"International Conference on Scientific Information," UNESCO Bulletin to Libraries, Washington, 1958, April 1959, Vol. 13, pp. 87-89.
 03037
- Shaw, Ralph, R.
"Pilot Study on the Use of Scientific Literature by Scientists," (Mimeo) Under Grant from the National Science Foundations (Studies 1 & 2) 1956.
 02112
- Sheatsley, Paul B. and Feldman, Jacob J.
"The Assassination of President Kennedy: A Preliminary Report on Public Reactions and Behavior," Public Opinion Quarterly, 1964, Vol. 28, pp. 189-215.
 -01111
- Shell, K.
"Toward a Theory of Inventive Activity and Capital Accumulation," American Economic Review: Papers and Proceedings, May 1966, Vol. 56, pp. 62-68, 78-82.
 00479
- Shepard, Herbert A.
"The Value System of a University Research Group," American Sociological Review, 1954, Vol. 19, pp. 456-462.
 03944 CA
- Shepard, Herbert R. and Blake, Robert B.
"Changing Behavior Through Cognitive Change," Human Organization, Summer 1962, Vol. 21, pp. 88-96.
 01376 CA
- Shepherd, Clovis and Weschler, Irving R.
"The Relation Between Three Interpersonal Variables and Communication Effectiveness," Sociometry, 1955, Vol. 18, pp. 103-110.
 00478 CA
- Sheppard, David
"The Importance of 'Other Farmers'," Sociologia Ruralis, 1963, Vol. 3, pp. 1-15.
 01112
- Sheppard, David
"Farmers' Reasons for not Adopting Controversial Techniques in Grassland Farming," Journal of the British Grassland Society, 1961, Vol. 16, pp. 6-13.
 01102
- Sheppard, D.
"Neighborhood Norms and the Adoption of Farm Practices," Rural Sociology, September 1960, Vol. 25, pp. 356-358.
 05398
- Sheppard, David
"Studing the Progressiveness of Farmers," Agricultural Progress, 1957, Vol. 32, pp. 54-62.
 01113

- Sheppard, David
A Survey Among Grassland Farmers, London:
 Central Office of Information Social Survey,
 1960.
 01139
- Shepherd, G. R.
 "History of Continuation Medical Education
 in the United States since 1930," Journal of
 Medical Education, Aug. 1960, Vol. 35, pp.
 740-758.
 00730
- Sheppard, Harold L.
 "Unemployment, Manpower, and Area Develop-
 ment," in Lazarsfeld, Paul F., Sewell,
 William H. and Wilensky, Harold L., (eds.)
The Uses of Sociology, New York: Basic Books,
 1967, pp/ 544-566.
 06677
- Sherburne, E. G. Jr.
 "Science on Television: A Challenge to Crea-
 tivity," Journalism Quarterly, Summer 1963,
 Vol. 40, No. 3, pp. 300-305.
 03405 SA
- Sherif, M. and Hovland, C. I.
Social Judgment: Assimilation and Contrast
 Effects in Communication and Attitude Change,
 New Haven: Yale University, 1961.
 -06272
- Sherrington, Andrew M.
 "Adapting Teaching to Use Television Effec-
 tively," Health Sciences TV Bulletin, July
 1964, 1(3):3.
 06211
- Sherrington, A. M.
 "An Annotated Bibliography of Studies on the
 Flow of Medical Information to Practitioners,"
Methods of Information in Medicine, March
 1965, Vol. 4, pp. 45-57.
 02249
- Sherwin, C. W. and Isenson, R. S.
 "Project Hindsight," Science, 1967, Vol. 156,
 pp. 1571-1577.
 07225
- Sheth, Naginlal Somalal
Formal and Informal Social Participation as
 Related to Diffusion of Information and Adop-
 tion of Farm Practices in a Village in India,
 Ph.D. Thesis, Columbia: University of Missou-
 ri, 1966.
 01098
- Shilling, C. W., Bernard, J. and Tyson, J. W.
Informal Communication Among Bio-scientists,
 Washington: George Washington University, Bi-
 ological Science Communication Project, 1964.
 05321
- Shills, E. A. and Janowitz, M.
 "Cohesion and Disintegration in the Wehrmacht
 in World War Two," Public Opinion Quarterly,
 1948, 12:280-315.
 -06303
- Shimm, M. G. and Sellin, T. et.al.
 "Crime and Correction: A Symposium," Law and
 Contemporary Problems, Autumn 1958, Vol. 23,
 pp. 583.
 00477
- Shipman, J. A. and McCannon, N. R.
 "Urbanites must be Approached Through Recog-
 nized Information Sources," Journal of Home
 Economics, Dec. 1964, Vol. 56, pp. 744-747.
 03847
- Shumsky, Abraham
Creative Teaching in the Elementary School,
 New York: Appleton-Century-Crofts, 1965, 403
 PP.
 -03848
- Siebar, Sam D.
 "Images of the Practitioner and Strategies for
 Inducing Educational Change," Columbia Univer-
 sity, Bureau of Applied Social Research, Feb-
 ruary 1967, Mimeo.
 03049 CLS
- Sieber, Sam D.
 "Organizational Resistances to Innovative
 Roles in Educational Organizations," New York:
 Columbia University, Bureau of Applied Social
 Research, September 1967.
 06228 CLS
- Sieber, Sam D. with the collaboration of
 Lazarsfeld, Paul F.
 "The Organization of Educational Research in
 the United States," Bureau of Applied Social
 Research, Columbia University, New York, 1966.
 08187
- Siegal, N. H., Weeks, H. A.
 "Factors Contributing to Success and Failure
 at the High-fields project," Federal Probation
 Sept. 1957, Vol. 21, p. 52.
 02963
- Siegel, A. and Siegel, S.
 "Reference Groups, Membership Groups and Atti-
 tude Change," Journal of Abnormal and Social
 Psychology, 1957, 55(3):360-364.
 06291
- Siegel, Bernard
 "Social Structure and the Medical Practitioner
 in Rural Brazil and Portugal," Sociologia,
 October 1958, Vol. 20, No. 4, pp. 463-476.
 03378 SA

- Siegel, H. F.
A Study of Teachers' Use of Business-Sponsored Instructional Materials in Selected Elementary Schools, Doctor's Thesis, Detroit: Wayne University, 1956.
 05322
- Siegel, L. and Siegel, L. C.
 "A Multivariate Paradigm for Educational Research," Psychological Bulletin, 1967, Vol. 68, No. 5, pp. 306-326.
 07035
- Siegmán, Jack
 "Relation of Idea Flow Study to Other Research on Research and Development Organizations: Some Models and Propositions," Department of Industrial Engineering and Management Sciences Northwestern University, June 1965.
 01881
- Siegmán, Jack and Baker, Norman, et.al.
 "Control Mechanisms in the Idea Flow Process: Model and Behavioral Study," Paper presented at the Institute of Management Sciences, San Francisco, February 1965, June 1966.
 11885
- Siegmán, Jack, Baker, Norman R., et.al.
 "The Effects of Perceived Needs and Means on the Generation of Ideas for Industrial Research and Development Projects," Presented at the meeting of Operations Research Society of America, Santa Monica, May 1966.
 01561
- Siegmán, P. J. and Griffith, B. C.
 "The Changing Role of Psychological Abstracts in Scientific Communication," American Psychologist, 1966, 21(11):1037-1043.
 06348
- Siffin, William J.
The Thai Bureaucracy: Institutional Change and Development, East-West Center Press, 1966.
 06248
- Sikes, W. W.
 "A Study of Some Effects of a Human Relations Training Laboratory," Dissertation Abstracts, 1965, Vol. 26, No. 2, pp. 1200.
 00489 DA
- Silberman, C. E.
 "The Remaking of American Education," Fortune, April 1961, Vol. 62, pp. 125-131.
 12012
- Silberman, Harry F. and others
 "The Effect of Educational Research on Classroom Instruction," Harvard Educational Review, Summer 1966, 36:295-318.
 06465
- Silberman, L.
 "Getting the Kids in the Act. A Science Teacher Dramatized the Relationship of Smoking and Disease," Health News, March 1968, Vol. 45, No. 3, pp. 16-7.
 06875
- Silk, Leonard S.
The Research Revolution, New York: McGraw Hill Book Co., 1960.
 05323
- Sill, Maurice L.
Personal, Situational, and Communicational Factors Associated with the Farm Practice Adoption Process, Ph.D. Thesis, University Park: Pennsylvania State University, 1958.
 01097
- Sills, D. L.
 "Voluntary Associations: Instruments and Objects of Change," Human Organization, Spring 1959, Vol. 18, pp. 17-21.
 06876
- Sills, David L. and Gill, Rafael E.
 "Young Adults' Use of the Salk Polio Vaccine," Social Problems, Winter 1958, Vol. 6, pp. 246-253.
 01114 CA
- Silverberg, James M.
 "Something New Under the Sun: Applied Ethnographic Research on the Social Use of Solar Energy Devices in Rural Area," Paper Presented to the Seventh International Congress of Anthropological Ethnological Sciences, Moscow, 1964.
 01115
- Silverman, Leslie J. and Bailey, Wilfrid C.
Trends in the Adoption of Recommended Farm Practices, State College, Mississippi Agricultural Experiment Station Bulletin, 1961, No. 617.
 01096
- Silverman, M.
 "Knowledge in Social Group Work," Social Work, 1966, Vol. 11, No. 3, pp. 56-62.
 03222
- Simmel, George
 "Fashion," American Journal of Sociology, 1957 Vol. 62, pp. 541-558.
 01722
- Simmons, John L.
 "Agricultural Development in Iraq: Planning and Management Failures," Middle East Journal, Spring 1965, Vol. 19, pp. 129-140.
 00476 CA

- Simmons, Ozzie, G. and Davis, James A.
"Interdisciplinary Collaboration in Mental
Illness Research," American Journal of Soci-
ology, November 1957, Vol. 63, pp. 297-311.
01739 AAM
- Simon, Herbert A.
The New Science of Management Decision,
Harper Bros., 1960, 50 p.
- 03292
- Simon, Julian L.
"Doctors, Smoking and Reference Groups,"
Public Opinion Quarterly, Winter 1967-68,
Vol. XXXI, No. 4, pp. 646-8.
06877
- Simpson, George L. Jr. and Others
"Developing and Maintaining Open Channels of
Communication Between the Laboratory, Indus-
try and the Community," Conference on Space,
Science and Urban Life, Washington, D.C.:
National Aeronautics and Space Administration
Office of Scientific and Technical Informa-
tion, 1963, pp. 161-174.
05324
- Simpson, R. L.
"Vertical and Horizontal Communication in
Formal Organizations," Administrative Science
Quarterly, Sept. 1959, Vol. 4, pp. 188-196.
-01614
- Simpson, R. L. and Simpson, I. H.
"The Psychiatric Attendant: Development of an
Occupational Self-Image in a Low-Status Occu-
pation," American Sociological Review, 1959,
Vol. 24, pp. 389-392.
01314 AA
- Singer, T. E. R. (ed.)
Information and Communication Practice in
Industry, Reinhold: Chapman, 1958, 304 pp.
-03337
- Singh, B. N. and Jha, P. N.
"Utilization of Sources of Farm Information
in Relation to Adoption of Improved Agricul-
tural Practices," Indian Journal of Extension
Education, 1965, Vol. 1, pp. 33-42.
01095
- Singh, Gurcharn
The Differential Characteristics of Early and
Late Adopters, Punjab State, India, Ph.D. The-
sis, Cornell University, 1965.
01094
- Singh, Hira
"Economic Innovation in a North Indian Vil-
lage, A Case Study," Journal of the Pakistan
Academy of Rural Development, July 1964, Vol.
5, No. 1, pp. 19-28.
02988
- Singh, Rudra Datt
"The Village Level: An Introduction of Green
Manuring in Rural India," Spicer, Edward H.
(ed.) Human Problems and Technological Change,
New York: Russell Sage Foundation, 1952.
01116
- Singh, S. K.
Communication and Diffusion Process Contribut-
ing to the Adoption of Improved Farm Practices,
M.S. Thesis, Bhagalpur, India: Agricultural
College Sabour, 1962.
01093
- Singh, S. N. et.al.
"A Study of Social Values in Relation to Farm-
ing," Indian Journal of Extension Education,
1965, Vol. 1, pp. 114-118.
01140
- Singh, Y. P. and Pareek, U.
"Adoption Behavior of Key Communicators,"
Indian Psychological Review, 1966, Vol. 2, No.
2, pp. 121-124.
00475 PA
- Singh, Y. P. and Pareek, U.
"Interpersonal Communication at Different
Stages of Adoption," Indian Journal of Social
Work, 1967, 27(4):344-352.
06333
- Singh, Y. P. and Pareek, Udai
"Relationship of Communication with Opinion
Leadership and Ideal Role Encumbency," Psycho-
logical Studies, 1965, Vol. 10, No. 2, pp. 128-
132.
02261
- Sinha, N. K.
The Adoption Process as Related to Some Socio-
Personal Factors, Ph.D. Thesis, New Delhi:
India Agricultural Research Institute, 1963.
01101
- Sinha, N. K. and Yadav, D. P.
Acceptance of Improved Agricultural Implements
and Equipment by Cultivators in I.A.D.P., Lud-
hiana, Ludhiana State Government of Punjab,
Punjab, Operational Research Report, 1964,
No. 9.
01117
- Sinha, N. K. and Yadav, D. P.
Attitudes of Farmers Towards the Adoption of
Insecticides and Pesticides in I.A.D.P., Lud-
hiana, State Government of Punjab, Ludhiana,
Operational Research Report, 1964, No. 8.
01092
- Sinha, N. K. and Yadav, D. P.
Cultivators' Attitude Towards Adoption of
Chemical Fertilizers, Package Programme, Lud-
hiana, Ludhiana State Government of Punjab,
Operational Research Report, 1964, No. 7.
01119

- Sinha, N. K. and Yadav, D. P.
An Evaluation Study Showing Utilization of Medium-Term Taccavi Loans for State Government of Punjab, Ludhiana, Minor Irrigation to Cultivators in Ludhiana District, Operational Research Report, 1964, No. 5.
01141
- Sinha, N. K. and Yadav, D. P.
A Study to Determine Cultivators' Awareness and Knowledge of Package Programme and the Nature of Contacts with the Extension Staff, Ludhiana District, Ludhiana State Government of Punjab, Operational Research Report, 1964, No. 6.
01118
- Sinha, N. K. and Yadav, D. P.
Summary of Study on Crop Demonstrations in Ludhiana District, Ludhiana State Government of Punjab, Operational Research Report, 1964, No. 3.
01142 AA
- Sinha, N. K. and Yadav, D. P.
Summary of a Study of the Preparation and Implementation of Intensive and extensive Farm Plans for Kharif, Ludhiana State Government of Punjab, Operational Research Report, 1964, No. 2.
01120 AA
- Sizer, Leonard M. and Porter, Ward F.
The Relation of Knowledge to Adoption of Recommended Practices, Morgantown, West Virginia: West Virginia Agricultural Experiment Station Bulletin, 1960, No. 446.
01091
- Slater, Margaret and Keenan, Stella
"Results of Questionnaire on Current Awareness Methods Used by Physicists Prior to Publication of 'Current Papers in Physics', First Report, AIP/CPP/1, New York: American Institute of Physics, September 1967.
06603
- Slater, Phillip E. and Bennis, Warren G.
"Democracy is Inevitable," Harvard Business Review, March-April 1964, pp. 51-59.
06074 CA
- Slocum, W. L.
"Attributes of Farm Families with Low Frequency of Contact with Agricultural Extension," Rural Sociology, Sept. 1957, Vol. 22, No. 3, pp. 281-284.
02869
- Slocum, Walter L., et.al.
Extension Contacts, Selected Characteristics, Practices, and Attitudes of Washington Farm Families, Pullman: Washington Agricultural Experiment Station Bulletin, 1958, No. 584.
01121 AA
- Smelser, Neil J.
"Sociology and the Other Social Sciences," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L. (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 3-44.
06678
- Smillie, Wilson G. and Curran, Jean A.
The Unmet Needs in Medical Care of Rural People, State of Maine, 1956, 118 p.
- 00716
- Smith, Alfred G.
Communication and Culture, New York: Holt, Rinehart and Winston, 1966, 626 pp.
06679
- Smith, Alfred Goud
Communication and Status: The Dynamics of a Research Center, Eugene: University of Oregon, Center for the Advanced Study of Educational Administration, 1966, 58 pp.
06878
- Smith, Alfred G.
"The Dionysian Innovation," American Anthropologist, April 1964, Vol. 66, No. 2, pp. 251-265.
03389
- Smith, B. Orthanel
"The Anatomy of Change," The bulletin of the National Association of Secondary School Principals, May 1963, Vol. 47, No. 283, pp. 4-10.
00559 CA
- Smith, B. L., Lasswell, H. D., and Casey, R. D.
Propaganda, Communication, and Public Opinion, Princeton: Princeton University Press, 1946.
07002
- Smith, Bruce L. and Smith, Chitra M.
International Communication and Political Opinion: A Guide to the Literature, Princeton: Princeton University Press, 1956, 325 p.
- 01690
- Smith, C. E.
"Psychiatric Approaches to the Mentally Ill Federal Offender," Federal Probation, June 1966, Vol. 30, p. 23.
00474
- Smith, David Allen
"An Experimental Study of the Ability of Listeners to Discriminate Between straight news and personal Opinion in a Radio News Broadcast," Dissertation Abstracts, 1957, Vol. 17, pp. 3127-3128.
01726

- Smith, David H.
 "A Psychological Model of Individual Participation in Formal Voluntary Organization: Application of Some Chilean Data," American Journal of Sociology, Nov. 1966, Vol. 72, pp. 235-266.
 06879
- Smith, G. Teeling (ed.)
 "Science, Industry and the State," Reviewed by J. Taylor in Chemistry and Industry, March 26, 1966, pp. 517-19.
 05325
- Smith, George
Motivation Research in Advertising and Marketing, New York: McGraw Hill, 1953.
 00473
- Smith, Gerald K.
 "Eastern Regional Institute for Education and the Change Process," Eastern Regional Institute for Education Mimeo, 44 pp.
 00860 CLS
- Smith, H. T. E.
 "The Communication of Ideas to Farmers," Agricultural Progress, 1958, Vol. 33, pp. 51-57.
 01075
- Smith, Joel
 "Michigan Farmers' Use of Newspapers and Radio Market News," Reprinted from Quarterly Bulletin of Michigan Agricultural Experiment Station, May 1956, Vol. 38, E. Lansing.
 03683
- Smith, Karl U. and Smith, Margaret F.
Cybernetic Principles of Learning and Educational Design, New York: Holt, Rinehart and Winston, 1966, 524 pp.
 06091
- Smith, L. M. and Keith, P. M.
Anatomy of Educational Innovation, New York: Wiley and Sons, 1969.
 07098
- Smith, Marian and Sheppard D.
 "A Study of the Dissemination of Information about a New Technique in Dairy Farming," Farm Economist, 1959, Vol. 9, pp. 133-147.
 01090 CA
- Smith, R. D.
 "Random Patrol: An Application of Games Theory to Police Problems," Police Science, June 1962, Vol. 53, pp. 258-263.
 02008
- Smith, Robert
 "The Center for Population Planning," Research News, Ann Arbor: Office of Research Administration, University of Michigan, May 1967, Vol. 17, No. 2.
 06186
- Smith, William C.
 "Hens That Laid Golden Eggs," Hambridge, Gove (ed.) Dynamics of Development, New York: Praeger, 1964.
 01073
- Smode, A. F. and Yarnold, K. W.
 "Recent Innovations in Methodology for Training Research," Research Report contract No. 2490 (00), Dunlap and Associates, Inc., Stamford, Connecticut: March 1960, 91 pp.
 00472
- Smythe, D. W.
 "Freedom of Information: Some Analysis and A Proposal for Satellite Broadcasting," Quarterly Review of Economics and Business, 1966, Vol. 6, pp. 7-24.
 06510
- Smythe, H. and Sasidhorn N.
 Educational Planning in Thailand, Symposium, 1964.
 05327
- Smythe, Dallas W.
 "Time, Market, and Space Factors in Communication Economics," Journalism Quarterly, Winter 1962, Vol. 39, pp. 3-14.
 01916 CA
- Snel, R.
 "Technologist and His Information Facilities," Journal of the Institute of Petroleum, May 1962, Vol. 48, pp. 131-146.
 05328
- Sohoni, A. W.
Characteristics of Farm Practices Associated with the Rate of Adoption, M.S. Thesis, Nagpur, India: College of Agriculture, 1963.
 05329
- Sokol, Robert
 "The Television Behavior and Attitudes of Influentials," Paper Presented at American Sociological Association, Chicago, 1959.
 05330
- Solo, Robert A.
 "Gearing Military R & D to Economic Growth," Harvard Business Review, Nov.-Dec. 1962, Vol. 40, pp. 49-60.
 06880

- Solo, Robert A.
"A Proposal: An Agency for Innovation,"
Mimeographed paper, 6 pp.
06315
- Solo, Robert A.
"The University in a Science-Based Society,"
Mimeographed, 53 pp.
06314
- Somers, Gerald G., Cushman, Edward L. and Weinberg,
Nat.
Adjusting to Technological Change, New York:
Harper and Row, Pub., 1963.
05333
- Sommers, W. A.
"Improving Channels of Communications," Public
Management, March 1961, Vol. 43, pp. 59-60.
05334
- Sondel, Bess
"Communication in the Teaching-Learning Pro-
cess," Journal of Communication, December
1959, Vol. 9, pp. 147-157.
05335
- Soref, Irwin J.
"The New Instructional Technology: A Review,"
Jewish Education, 1962, Vol. 32, pp. 164-172.
05336
- Sorenson, Robert C.
"Media Research and Psychological Warfare,"
Dexter, L. A., and White, D. M. (eds.), Peo-
ple, Society, and Mass Communication, New
York: Free Press, 1964.
05337
- Sorokin, Pitirim A.
Social and Cultural Mobility, Glencoe, Illi-
nois: Free Press, 1959.
- 05338
- South, Donald R. and Others
Factors Related to the Adoption of Woodland
Management Practices, Baton Rouge, Louisiana
Agricultural Experiment Station Bulletin, 603,
1965.
05340
- Southworth, H. M. and Johnson, Bruce I.
Agricultural Development and Economic Growth
for Theorizing in 1967, Cornell University
Press, Reviewed in Items, 1966, Vol. 20, pp.
29-34.
05342
- Sower, Christopher and Milier, Paul A.
Changing Power Structure in Agriculture and
Rural Society, Paper prepared for the Rural
Sociological Society, Ames, Iowa: August 27-
29, 1961.
05345 CLS
- Sower, C., Holland, J., Tiedke, K. and Freeman, W.
Community Involvement: The Webs of Formal and
Informal Ties That Make for Action, Glencoe,
Illinois: Free Press, 1957.
05344
- Sower, Christopher, and Freeman, Walter
"Role of Social Relationships in Achieving
Community Health Goals," American Journal of
Public Health, 1955, Vol. 45, pp. 281-284.
05343
- Sparer, Edward V.
"Education Regarding Common Legal Difficulties
Faced by the Low Income Community," presented
at Conference on Extension of Legal Services
to the Poor, U.S. Department of Health, Educa-
tion and Welfare, Washington, D.C.: November
1964.
05346
- Spaulding, Irving A.
Farm Operator Time-Space Orientations and
the Adoption of Recommended Farming Practices,
Kingston, Rhode Island Agricultural Experiment
Station Bulletin 330, 1955.
05347
- Spaulding, Irving A.
Motivation for Communicative Behavior, Kings-
ton, Rhode Island Agricultural Experiment Sta-
tion Bulletin 354, 1960.
05348
- Specht, Harry and Reissman, Frank
"Some Notes on a Model for an Integrated
Social Work Approach to Social Problems,"
Mobilization for Youth, Inc., July 1963.
05349
- "Special Librarians and the Weinberg Report,"
Special Librarians, July/August 1963, Vol. 54,
pp. 325-332.
05350
- Spector, Paul et.al.
"The Role of Mass Communications Media in the
Adoption of Innovation," Paper Presented at
the Ninth Congress of the InterAmerican Soci-
ety of Psychology, Miami Beach, Florida: 1964.
0108
- Spencer, George Elwood
Value-Orientations and the Adoption of Farm
Practices, Ph.D. Thesis, Ithaca, New York:
Cornell Univeristy, 1958.
01125
- Spicer, E. H. (ed.)
Human Problems in Technological Change, New
York: Russell Sage Foundation, 1952.
00465

- Spicer, Edward H.
 "Sheepmen and Technicians: A Program of Soil Conservation on the Navajo Indian Reservation," Spicer, E. H. (ed.) Human Problems in Technological Change, New York: Russell Sage Foundation, 1952.
 01126
- Spicer, Edward H.
 "Spanish-Indian Acculturation in the Southwest," American Anthropologist, Aug. 1954, Vol. 56, pp. 663-678.
 00464
- Spillane, C. F.
 "Evaluating a Program in Motivation Training," Personnel Administration, 1962, Vol. 25, No. 1, pp. 50-54.
 -03928 CA
- Spindler, George D. (ed.)
Education and Culture, New York: Rinehart and Winston, 1963, 571 pp.
 -03703
- Spinrad, B. I.
 "Why not National Laboratories?" Bulletin of the Atomic Scientist, Letter to the Editor, April 1966, pp. 20-23.
 00463 CA
- Spitzer, Stephan P.
 "Levels of Knowledge in an Emergent Crisis," Social Forces, 1965, Vol. 44, pp. 234-237.
 -00151
- Spitzer, Stephan P.
 "Mass Media vs. Personal Sources of Information About the Presidential Assassination: A Comparison of Six Investigations," Journal of Broadcasting, Winter 1964-1965, Vol. 9, No. 1, pp. 45-50.
 -02996 SA
- Spitzer, Stephan P. and Spitzer, Nancy S.
 "Diffusion of News of Kennedy and Oswald Deaths," Greenberg, Bradley S. and Parker, Edwin B. (eds.) The Kennedy Assassination and the American Public: Social Communication in Crisis, Stanford, California: Stanford University Press, 1965.
 -01085 AA
- Spivack, Sydney Shepherd
 "Religious Attitudes of Physicians and Dissemination of Contraceptive Advice," Dissertation Abstracts, March 1960, Vol. 20, pp. 3873-3874.
 01616
- Sponsler, George C.
 "Needed: Scientists on Top," Bulletin of the Atomic Scientists, June 1962, Vol. 18, No. 6, pp. 17-20.
 03422 CA
- Stainbrook, Edward and Wexler, Murray
 "The Place of the Behavioral Sciences in the Medical School," Psychiatry, 1956, Vol. 29, pp. 263-269.
 06680
- Stake, R. E.
 "The New Countenance on Educational Evaluation," Center for Instructional Research and Curriculum Evaluation, University of Illinois, 1965, 18 pp.
 00462
- Stanfield, J. D.; Clark, J. A.; Lin, N.; and Rogers, E. M.
Computer Simulation of Innovation Diffusion: An Illustration from a Latin American Village, Paper Presented at a joint session of the American Sociological Association and the Rural Sociological Society, Chicago, August 30-September 1, 1965, pp. 22.
 05352
- Stanford Research Institute
United States Foreign Policy, Possible non-Military Scientific Developments and Their Potential Impact on Foreign Policy Problems of the United States, Stanford University, 1959.
 06881
- Stanford University Graduate School of Business
Basic Research as a Corporate Function, Stanford, California, 1961.
 05353
- Stanford University, Institute for Communication Research
New Teaching Aids for the American Classroom, Stanford, California: The University, 1960, pp. 173.
 05354
- Stanley, J. D.
 "Group Influence on Technological and Organizational Change," Davis, K. and Scott (eds.) Readings in Human Relations, New York: McGraw-Hill, 1959, pp. 232-237.
 03802
- Stanley, Raymond J.
 "Title III, Elementary and Secondary Education Act of 1965," Audio-Visual Instruction, October 1965, 10:630-632.
 06036 CA
- Stapel, Jan
 "The Consumption Pioneers," Amsterdam: Instituut voor Marktverkenning 1, Paper Presented to the European Society for Opinion Surveys and Market Research (Esomar) Conference, 1960.
 01127

- Star, Shirley A.
"The Place of Psychiatry in Popular Thinking,"
Paper Presented to the Annual Meeting of the
American Association for Public Opinion Re-
search, Washington, D.C.: May 1957.
01330
- Star, Shirley A. and Hughes, Helen MacGill
"Report on an Educational Campaign: The Cin-
cinnati Plan for the United Nations," Ameri-
can Journal of Sociology, 1950, Vol. 55, pp.
389-400.
01128 AA
- Starch, Daniel
"Do Ad Readers Buy the Product?" Harvard
Business Review, 1958, Vol. 36, pp. 49-58.
01084 CA
- Starch, Daniel
"How Do Size and Color of Advertisements Af-
fect Readership?" Advertising Agency, 1955,
Vol. 48, No. 21, pp. 72-74.
03946
- Starch, Daniel
"How Does Form of Presentation Affect Reader-
ship," Advertising Agency, 1955, Vol. 48, No.
25, pp. 79-81.
03973
- Stark, Frances B.
"Barriers to Client-Worker Communication at
Intake," Social Casework, April 1959, Vol. 40,
pp. 177-183.
01795 CA
- Starr, C. E.
"Technical and Public Information Programs
of ESSO Research and Engineering Company,"
Special Libraries, Sept. 1957, Vol. 48, pp.
321-325.
03038
- Steade, Richard D.
"The Research/development Interface-A Critical
Phase in Aerospace Management; Nature of the
Information Linkages used to Transfer Scien-
tific Constructs from Research to Development,"
University of Washington Business Review, Oct.
1965, Vol. 25, pp. 43-63.
01171
- Steffle, V.
"Simulation of People's Behavior Toward New
Objects and Events," American Behavioral Sci-
entist, May 1965, Vol. 8, pp. 12-15.
-00802
- Stein, J. W.
"Study of two Cultural Forces," College and
University, Spring 1965, Vol. 40, pp. 301-
306.
03849
- Stein, Morris D.
"Social Change Skills and Creativity," Compar-
ative Theories of Social Change, Ann Arbor,
Michigan: Foundation for Research on Human
Behavior, 1966, pp. 166-210.
06062 AAM
- Steinbach, H.
"Scientists and Public Policy," Bulletin of
the Atomic Scientists, March 1962, Vol. 18,
No. 3, pp. 10-13.
03429 SA
- Steiner, Gary A. (ed.)
The Creative Organization, Chicago: University
of Chicago Press, 1965.
06005
- Stephenson, H.
"Evaluating Human Relations Training," Person-
nel Administration, 1966, Vol. 29, No. 4, pp.
34-39.
13211
- Stepp, R. C.
"A Study of Instructional Communicative Re-
sources Employed in Selected Basic Education
Courses offered at Institutions of Higher Ed-
ucation," Ph.D. Thesis, Lincoln: University of
Nebraska, 1960, Dissertation Abstracts, 1961,
Vol. 2, No. 7, p. 1877.
03774
- Stern, Bernhard J.
"Resistances to the Adoption of Technological
Innovations," Technological Trends and Nation-
al Policy, Natural Resources Commission, Wash-
ington: Government Printing Office, 1937.
06008
- Stern, Bernhard J.
"Social Factors in Medical Progress," Faculty
of Political Science at Columbia University
(eds.), Studies in History, Economics and Pub-
lic Law, No. 287, New York: Columbia Univer-
sity Press, 1927.
02800
- Stern, Bernhard J.
Society and Medical Progress, chapter on "Re-
sistances to Medical Change," Princeton:
Princeton University Press, 1941.
06007
- Stern, George C.
"Environments for Learning," Sanford, N. (ed.)
The American College, New York: John Wiley and
Sons, 1964, Chapter 21, pp. 690-730.
03826 CA
- Stern, Hans H.
Parent Education: An International Survey,
Hull, England: Institute of Education, Univer-
sity of Hull, 1960, 163 p.
03723

- Stern, Louis W.
"Management Insights through Historical Perspective," Business Topics (Michigan), Summer 1964, Vol. 12, pp. 47-54.
02278
- Stevens, J. Richard
"Methods and Channels for Effective Communication of Management Information to Small Business," United States Small Business Administration, Small Business Management Research Reports, Florida State University, August 1963, p. 375.
02307
- Stevenson, G. S.
Mental Health Planning for Social Action, New York: McGraw-Hill, Blakiston Division, 1956, pp. 358.
05355
- Stevenson, P. N.
"Influence of High School Vocational Agriculture on Farm Mechanics Practices used by Students prior to Enrolling at Iowa State College," Agricultural Education Magazine, Jan. 1958, Vol. 30, pp. 148-149.
03443
- Stewart, Campbell
"The Place of Higher Education in a Changing Society," Sanford, N. (ed.), The American College, New York: John Wiley and Sons, 1962, Chapter 26.
03719
- Stewart, D. K.
"A Note About Communications Research," Journal of Psychology, March 1966, Vol. 62, pp. 201-203.
00461
- Stewart, Michael
"Resistance to Technological Change in Industry," Human Organization, Fall 1957, Vol. 16, No. 3, pp. 36-39.
03442 CA
- Stickley, Thomas S.
"Socio-Economic Correlates of Levels of Living Among Farmers in Three Colombian Neighborhoods," M.S. Thesis, Columbus, Ohio State University, 1964.
00133
- Stieglitz, Harold
"Barriers to Communication," Management Record, Jan. 1958, Vol. 20, pp. 2-5.
03318
- Stillerman, R.
"Resistance to Change," Journal of the Patent Office Society.
00460
- Stodola, Q. C.
"Data Processing Procedures to Improve Classroom Testing," Education and Psychological Measurement, 1965, Vol. 25, No. 3, pp. 885-886.
03234
- Stogdill, R. M.
"Personal Factors Associated with Leadership," Journal of Psychology, 1948, Vol. 25, pp. 35-71.
07187
- Stojanovic, Elizabeth, Windham, Gerald, O. and Loftin, Marion T.
"Acceptance of a New Hill-Burton Hospital by Residents of a Northwest Mississippi County," Mississippi Farm Research, 1961, Vol. 24, No. 4, pp. 6-8.
02957 SA
- Stolurrow, Lawrence M.
"Programmed Instruction and Teaching Machines," Rossi, P. and Biddle, B. (eds.) The New Media and Education: Their Impact on Society, Chicago: Aldine Publishing Company, 1966, pp. 124-176.
06138 CLS
- Stone, John T.
How County Agricultural Agents Teach, East Lansing: Michigan Agricultural Extension Service Mimeo Bulletin, 1952.
01129
- Stone, LeRoy A.
"Influence of Exposure to Information Media on Generalized and Specific Ethnocentrism," Psychological Reports, 1960, Vol. 7, p. 434.
01987 PA
- Storer, Norman W.
"Research Orientations and Attitudes Toward Teamwork," IRE Transactions on Engineering Management, March 1962, EM-9 pp. 29-33.
02992
- Storer, Norman W.
The Social System of Science, New York: Holt, Rinehart & Winston, 1966, 180 pp.
06917
- Stout, L. E.
"University's Role in Industrial Research," Plating, Dec. 1962, Vol. 49, pp. 1292-1293.
02197
- Straits, Bruce G.
"The Discontinuation of Cigarette Smoking: A Multiple Discriminant Analysis," Paper presented at the American Sociological Association, Miami Beach, Florida, 1966.
06466

- Strassmann, W. Paul
 "Interrelated Industries and the Rate of Technological Change," Review of Economic Studies, October 1959, Vol. 27, pp. 16-22.
 01793 CA
- Strassmann, W. Paul
Risk and Technological Innovation: American Manufacturing Methods During the Nineteenth Century, Ithaca, New York: Cornell University Press, 1959.
 06882
- Strassmann, W. Paul
 "The Risks of Innovation in 20th Century Manufacturing Methods," Technology and Culture, Spring 1964, Vol. 5, No. 2, pp. 215-223.
 02972 CA
- Strauss, G.
 "Tactics of Lateral Relationship," Administrative Science Quarterly, 1962, Vol. 7, pp. 161-186.
 06716
- Straus, Murray A.
 "Cultural Factors in the Functioning of Agricultural Extension in Ceylon," Rural Sociology, 1953, Vol. 18, pp. 249-256.
 00360
- Straus, Murray A.
 "Family Role Differentiation and Technological Change in Farming," Rural Sociology, 1960 Vol. 25, pp. 219-228.
 00446 AA
- Straus, Murray A.
Short Term Effects of Farm and Home Development in Wisconsin, Madison: University of Wisconsin, Department of Rural Sociology Report, No. 3, 1958.
 01130
- Straus, Murray A. and Estep, Allen J.
Education for Technological Change Among Wisconsin Farmers, Madison: Wisconsin Agricultural Experiment Station Technical Bulletin, No. 214, 1959.
 01131
- Streib, Gordon F. and Orbach, Harold L.
 "Aging," in Lazarsfeld, Paul F., Sewell, William H., and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 612-642.
 06681
- Streng, Alice H.
 "Educating Teachers of the Deaf for the Schools of Tomorrow," American Annals of the Deaf, Dept. 1964, Vol. 109, pp. 348-355.
 02728
- Strom, Robert D.
Teaching in the Slum School, Columbus, Ohio: Charles A. Merrill Books, 1965, 116 pp.
 03741
- Strong, M. E.
An Investigation of Trade and Industrial Education Curriculum Materials Development and Curriculum Laboratories in the U.S., Columbus: Ohio State University, Ph.D. Thesis, 1958.
 03384 DA
- Strong, M. E.
 "Research in Industrial Education: Summaries of Studies, 1958-1959," United States Department of Health Education and Welfare, The Office of Education, Vocational Division, Bulletin No. 293, Washington, D.C.: Government Printing Office.
 01873
- Strother, C. R. (ed.)
Psychology and Mental Health: A Report of the Institute on Education and Training for Psychological Contributions to Mental Health, held at Stanford University in August 1955, Washington, D.C.: American Psychological Association, 1956, 156 pp.
 03948
- Stroud, P. V.
 "Evaluating a Human Relations Training Program," Personnel, 1959, Vol. 36, No. 6, pp. 52-60.
 13160
- Strow, H. and Murry, S. T.
 "Ways to Better Rural Living, Home Economics Extension Around the World," Federal Extension Service, Agriculture Department, 1961.
 05357
- Strupp, H. H.
 "Some Comments on the Future of Research Psychotherapy," Behavioral Science, 1960 1. 5, pp. 60-71.
 01299
- Struve, T. A. and Rath, G. J.
 "Planning - Programming - Budgeting in Education: A Systems Approach to Capital Budgeting in School Districts," Educational Technology June 16, 1966, Vol. 6, No. 11, pp. 1-14.
 01594
- Stubbs, A. E.
 "Dissemination of the Knowledge of Soviet Scientific Work in Western Countries," ASLIB Proceedings, November 1957, Vol. 9, pp. 333-340.
 03036 CA

- Struder, Paul A. and Orr, Richard H.
 "Metabolism of Biochemical Information: Primary and Secondary Publication of Oral Reports," Paper presented at the meeting of the American Chemical Society Division of Chemical Literature, March 24, 1966.
 05358 CA CLS
- Sturdy, Schriever, and Stewart, Miller
 "Changes in our Economy, Institutions and Human Relationships likely to be brought about During the Next Decade by the Scientific Breakthrough," Business Law, Nov. 1959, Vol. 15, pp. 200.
 02502
- Stycos, J. Mayone
 "Birth Control Clinics in Crowded Puerto Rico," Paul, Benjamin D. (ed.) Health, Culture and Community, New York: Russell Sage Foundation, 1955, pp. 189-210.
 01132 CA
- Stycos, J. Mayone
 "Contraception and Catholicism in Latin America," Unpublished Paper, Ithaca, New York: Cornell University, International Population Program, 1965.
 01133
- Stycos, J. Mayone
 "Potential Role of Turkish Village Opinion leaders in a Program of Family Planning," Public Opinion Quarterly, Spring 1965, Vol. 29, pp. 120-130.
 00835 CA
- Subcommittee for the Study of Diffusion of Farm Practices, North Central Rural Sociology Committee, How Farm People Accept New Ideas, Special Report No. 15, Ames, Iowa: Cooperative Extension Service, Iowa State University 1962, pp. 11.
 01353
- Suchman, Edward A.
Evaluative Research, New York: Russell Sage Foundation, 1967.
 06724
- Suchman, Edward A.
 "Public Health," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 567-611.
 06682
- Suchman, Edward A. and Alskue, Lois
 "Communication Across Cultural Barriers," American Catholic Sociological Review, Winter 1961, Vol. 22, No. 4, pp. 306-313.
 ~02931 SA
- Suggs, Lena Reddick
 "Structural Grammar Versus Traditional Grammar in Influencing Writing," English Journal, March 1961, Vol. 50, pp. 174-178.
 03717
- Sun, T. H. and Freedman, Ronald
 "Who Has the IUCD Reinserted After a First Termination?" Preliminary Mimeo, on file with CRUSK - CLS
 03359
- Suppes, Patrick
 "The Uses of Computers in Education," Scientific American, Sept. 1966, Vol. 3, pp. 207-220.
 06883
- Surgeon General's Conference on Health Communications: Proceedings, United States Public Health Service, Publication No. 998, Feb. 1963, 119 pp.
 02291
- Surrey, Stanley S.
 "New Uses for the Computer: How EDP Helps Write New Laws," Journal of Taxation, Sept. 1966, Vol. 25, pp. 178.
 00459
- Survey Research Center
 "A Study of Scope Quarterly and Some Factors Influencing Doctors in their Choice of Prescription Drugs," Nov. 1957, No. 19, 5 pp.
 00734
- Sutherland, Alistair
 "The Diffusion of an Innovation in Cotton Spinning," Journal of Industrial Economics, 1959, Vol. 7, pp. 118-135.
 01083
- Sutherland, Robert L.
Can an Adult Change? Austin, Texas: The Hogg Foundation for Mental Health, The University of Texas, Austin, 1957, Mimeo.
 03923
- Suttles, Wayne
 "A Shoshone Innovator," American Anthropologist, 1950, Vol. 52, pp. 53-63.
 00609 CA
- Suttles, Wayne
 "The Early Diffusion of the Potato Among the Coast Salish," Southwestern Journal of Anthropology, 1951, Vol. 7, pp. 272-288.
 00608 CA
- Swager, William L.
 "Improving the Management of Research," Business Horizons, Winter 1959, Vol. 2, pp. 42-49.
 02560

- Swank, Theron Edwin
"An Analysis of the Social Diffusion of an Audiovisual Message Through a Church Congregation," Dissertation Abstracts, 1961, Vol. 22, No. 4, pp. 1287.
01986
- Swanson, Don R.
"On Improving Communications Among Scientists," Bulletin of the Atomic Scientists, 1966, Vol. 22, No. 2, pp. 8-12.
01206 CA
- Swanson, Don R.
"Scientific Journals and Information Services of the Future," American Psychologist, 1966, 21(11):1005-1010.
06360
- Sweatmen, C.
"Operation: New Outlook; a Self-Assessment Method for helping Teachers Change Their Behavior," Clearing House, Oct. 1966, Vol. 41, pp. 67-73.
02729
- Sweetser, Dorrian A.
"Attitudinal and Social Factors Associated with the Use of Seat Belts," Journal of Health and Social Behavior, 1967, Vol. 8, No. 2, pp. 116-125.
06513 CA
- Sweigert, Ray L. Jr. et.al.
"The Readers of Anesthesiology: Profile of an Audience," Anesthesiology, Sept.-Oct. 1961, Vol. 22, pp. 834-842.
00715
- Swets, J. A.
"Information Retrieval Systems," Science, 1963, Vol. 141, pp. 245-250.
00458 CA
- Swinehart, J. W. and Kirscht, J. P.
"Smoking: A Panel Study of Beliefs and Behavior Following the Public Health Service," Psychological Reports, 1966, Vol. 18, No. 2, pp. 519-528.
00457 PA
- Swinehart, James W. and McLeod, Jack M.
"News About Science: Channels, Audiences, and Effects," Public Opinion Quarterly, Winter 1960, Vol. 24, pp. 583-589.
01779 CA
- Sycip, Felicidad
"Factors Related to Acceptance or Rejection of Innovations," Espiritu, Socorro C. and Hunt, Chester L. (eds.) Social Foundations of Community Development: Readings on the Philippines, Manila, Philippines: R. M. Garcia Publishing House, 1964.
01081
- Sykes, A. J.
"Myth and Attitude Change," Human Relations, 1965, Vol. 18, No. 4, pp. 323-337.
0456 PA
- Sykes, A.
"A Study in Changing the Attitudes and Stereotypes of Industrial Workers," Human Relations, 1964, Vol. 17, pp. 143-154.
06717
- Symposium on Identifying Techniques and Principles for Gaining Acceptance of Research Results of Use of Newer Media in Education, Media and Educational Innovation, Lincoln, Nebraska: Teachers College, University of Nebraska, 1964, pp. 341, Mimeo.
01053
- Symposium on Research Needs Regarding the Development of Administrative Capabilities in Emerging Countries, Conducted by AID, Prepared Papers and Report on Proceedings, Advanced Study Program, Bookings Institute, Washington, D.C.
03395
- "Synergie-Recherche et Organization Commerciales," Etude Sur Le Marche De La Vulgarization, Vols. 1 & 2, Paris, 1961.
01065
- Systems Development Corporation
"A Bibliography of Reports on Computer Applications in Medical Research and Biological Sciences," Santa Monica, California, System Development Corporation.
00455
- T**
- Tagiuri, R.
"Value Orientations and the Relationship of Managers and Scientists," Administrative Science Quarterly, June 1965, Vol. 10, No. 1, pp. 39-51.
01143 CA
- Taine, Seymour I.
"The Medical Literature Analysis and Retrieval System (MEDLARS)," Medical Library Association Bulletin, April 1963, Vol. 51, pp. 157-167.
02303
- Tajima, Shireo
"An Evaluation of Agricultural Extension in Hokkaido, Obihiro, Japan, Obihiro Zootechnical University, 1959.
01066 AA
- Takes, Charles A. P.
"Socio-Economic Factors Affecting the Productivity of Agriculture in Okigwi Division (Eastern Division), Ibadan, Nigerian Institute of Social and Economic Research, 1963.
01067

- Takeshita, John Y.
"Lessons Learned From Family Planning Studies in Taiwan and Korea," in Bernard Berelson and others (eds.), Family Planning and Population Programs, Illinois: University of Chicago Press, 1966.
06467
- Takeshita, John Y.
"Taiwan: The Taichung Program of Prepregnancy Health," Studies in Family Planning, 1964, Vol. 4, pp. 10-12.
01068
- Takeshita, John Y. et.al.
"A Study of the Effectiveness of the Prepregnancy Health Program in Taiwan," Eugenics Quarterly, 1964, Vol. 2, pp. 222-233.
01069
- Tamminen, Armas Wayne
"An Evaluation of Changes in Parents' Attitudes Toward Parent-Child Relationships Occurring During a Televised Program of Parent Panel Discussions," Dissertation Abstracts, 1957, Vol. 17, pp. 1268-1269.
01681 DA
- Tanenhaus, Joseph
"The Uses and Limitations of Social Science Methods in Analyzing Judicial Behavior," American Political Science Association, Annual Meeting, Sept. 1956, pp. 1-22, Mimeo.
00568
- Tannenbaum, A.
"Leadership: Sociological Aspects," International Encyclopedia of the Social Sciences, 1958, Vol. 9, New York: MacMillan, pp. 101-107.
07212
- Tannenbaum, Arnold S.
"Application of Social Research in Industry," Quaderni di Sociologia, Autumn 1960, Vol. 38, pp. 227-239.
02810
- Tannenbaum, Percy H.
"Communication of Science Information," Science, 1963, Vol. 140, No. 3567, pp. 579-583.
01295 SA
- Tannenbaum, Persy H., et.al.
"Principle of Congruity and Reduction of Persuasion," Journal of Personality and Social Psychology, 1966, Vol. 3, No. 2, pp. 233-238.
06518 PA
- Tanner, Daniel
"Television Learning," Teachers College Record, 1963, Vol. 65, No. 3, pp. 243-249.
01985
- Tanzman, Jack and others
"A Study to Explore the Role and Feasibility of a Regional Educational Communication Center," Abstract No. ED 003 125, Office of Education Research Reports 1956-65, Resumes, Washington, D.C.: Government Printing Office, 1967, p. 113.
06683
- Taran, Freeda
"Utilization of Non-professional Personnel in Social Work - Part I: The Social Work Associate," Mobilization for Youth, Inc., Oct. 1963, Mimeo.
00567
- Tarew, B. M.
"Methods of Disseminating Scientific Information Activities in the USSR," American Documentation, July 1963, Vol. 13, pp. 338-343.
02756
- Tarkowski, Z. M. T. and Turnbull, A. V.
"Scientists Versus Administrators: An Approach Towards Achieving Greater Understanding," Public Administration Quarterly, Autumn 1959, Vol. 37, pp. 213-256.
02037
- Tarnopol, L.
"Attitudes Block Communication," Personnel Journal 1959, Vol. 37, pp. 325-328.
03344
- Tarnopol, L.
"Lack of Communication savvy often costly to Engineers," Personnel Journal, 1959, Vol. 38, pp. 126-129.
03228
- Tarroni, Evelina
"A Programme on the Struggle against Illiterate," Television and Adult Education, 1962, Vol. 6, pp. 3-8.
01984
- Task Force on Indian Affairs
"Implementing Change Through Government," Human Organization, Summer 1962, Vol. 21, pp. 125-136.
01829 CA
- Tate, W. M.
"Change Lag, and Imbalance," Southwestern Social Science Quarterly, 1959, Vol. 40, pp. 4-12.
01804
- Taubman, J.
"Law and Sociology in the Control of Small Groups," University of Toronto Law Journal.
02470

- Tauber, Maurice F. and Lilley, Oliver, L.
Feasibility Study Regarding the Establishment of an Educational Media Research Information Service, New York: Columbia University, School Library Service, 1960, 235 pp.
 03773 AA
- Taylor, C. W. (ed.)
 "Variables Related to Creativity and Productivity Among Men in Two Research Laboratories," University of Utah Research Conference on Identification of Creative Science Talent, Salt Lake City: University of Utah Press, 1958, pp. 20-54.
 05361
- Taylor, C. W. et. al.
 "Explorations in the Measurement and Prediction of Contributions of one Sample of Scientists," United States Air Force, ASD Technical Report 1961, No. 61-96, 62 pp.
 03099
- Taylor, Carl C.
 "Early Rural Sociological Research in Latin America," Rural Sociology, March 1960, Vol. 25, No. 1, pp. 1-8.
 02879
- Taylor, Carl C.
 "Social Science and Social Action in Agriculture " Social Forces, 1941, Vol. 20, No. 2, pp. 154-159.
 02039 CA
- Taylor, Frederick W.
 "The Principles of Scientific Management," Scientific Management, New York: Harper & Bros., 1947.
 07214
- Taylor, H.
 "Academic and Industry, Their Mutual Influence," American Scientist, Dec. 1964, Vol. 52, pp. 500-512.
 02161
- Taylor, H.
 "Programmed Instruction in industry: A Review of the Literature," Personnel Practice Bulletin, 1964, Vol. 20, No. 4, pp. 14-27.
 02206
- Taylor, James B.
 "The General Practitioner and the Emotionally Disturbed Patient: A Report on Five Washington Counties," Washington Public Opinion Laboratory, University of Washington, 1960, 58 pp.
 00735
- Taylor, James B.
 "The General Practitioner and Psychiatric Training: Needs and Resistances," Washington Public Opinion Laboratory, 1961, 17 pp.
 00736
- Taylor, James B.
 "The Psychiatrist and the General Practitioner," Archives of General Psychiatry, July 1961, Vol. 5, pp. 1-6.
 00718
- Taylor, James B.
 "Reported Treatment of the Emotionally Disturbed Patient: A Comparison of Psychiatrists, State Hospital Psychians, and General Practitioners," Washington Public Opinion Laboratory Sept. 1960, 10 pp.
 00720
- Taylor, James B.
 "Treatment Adequacy: Its Measurement and Correlates," Washington Public Opinion Laboratory, 1961, 5 pp.
 00719
- Taylor, Robert
 "Information Systems - A Vehicle for Diffusion," National Conference on the Diffusion of Educational Ideas, East Lansing: Kellogg Center for Continuing Education, March 1968.
 06884
- Taylor, Robert S.
Studies in the Man-System Interface in Libraries, Report No. 3: Question-negotiation and Information-seeking in Libraries, Bethlehem, Pa.: Center for the Information Sciences, Lehigh University, July 1967, 99 pp.
 06605
- Taylor, W. L.
 "Gauging the Mental Health Content of the Mass Media," Journalism Quarterly, 1957, Vol. 34, pp. 191-201.
 03917
- "Teaching the Australian Aboriginals to Live in a Modern World," Illustrated London News, August 20, 1960, Vol. 237, pp. 301.
 01764
- Teaching of Sociology to Students of Education and Social Work, Sociological Reports Monograph No. 4, Keele, United Kingdom: University College of North Staffordshire, July 1961, 134 pp.
 03410 SA
- Teller, Edward
 "The Role of Applied Science," Bulletin of the Atomic Scientist, March 3, 1966, pp. 15-19.
 00564 CA

- Tershakovec, A.
"An Observation Concerning Changing Attitudes Toward Mental Illness," American Journal of Psychiatry, 1964, Vol. 121, No. 4, pp. 353-357.
03251 PA
- Tesdall, Loren
"Planning for Technical Assistance: Iraq and Jordan," Middle East Journal, Autumn 1961, Vol. 15, pp. 389-402.
00788 CA
- Thayer, Lee
Communication and Communication Systems: In Organization, Management, and Interpersonal Relations, Homewood, Ill.: Richard D. Irwin, 1968.
06885
- Thayer, Lee (ed.)
Communication Theory and Research: Proceedings of the First International Symposium, Springfield, Ill.: Charles C. Thomas, Publisher, 1966, 583 pp.
06918
- Thelen, Herbert A.
"Concepts for Collaborative Action-Inquiry," Concepts for Social Change, Baltimore, Maryland: Moran Printing Service, Published by N.T.L., National Educational Association for COPED, March 1967, pp. 37-46.
03692
- "Thirty-seven per cent of United States Scientists are in Research and Development," Chemical and Engineering News, Jan. 28, 1963, Vol. 41, pp. 27-28.
02166
- Thistlethwaite, Donald L. and others
"The Effects of 'Directive' and 'Non-Directive' Communication Procedures on Attitudes," Journal of Abnormal and Social Psychology, 1955, Vol. 51, pp. 107-113.
00563
- Thoenes, P.
"The Task of the Social Research Worker Employed by Public Authorities and Government," Sociologische Gids, (Holland) 1953-1954, Vol. 1, pp. 197-201.
02856
- Thomas, Edwin J.
"Selecting Knowledge from Behavioral Science," in Building Social Work Knowledge: A Report of a Conference, New York: National Association of Social Workers, 1964, pp. 39-48.
06684
- Thomason, F. S. and Wolcott, R. A.
Breaking the Illiteracy Barrier Through Radio, Washington, D.C.: Government Printing Office, 1960.
01983
- Thompson, James
"How to Prevent Innovation," Hill, Walter A. and Egan, Douglas, (eds.) Readings in Organization Theory: A Behavioral Approach, Boston: Allyn and Bacon, Inc., 1966, pp. 499-500.
00654
- Thompson, J. F.
"The Link Man," Personnel Management, 1966, Vol. 48, No. 375, pp. 38-44.
03265
- Thorne, R. G.
A Survey of the Reading Habits of the Scientific and Technical Staff at the Royal Aircraft Establishment, Farnborough, Royal Aircraft Establishment, 1954.
05363
- Thumin, F. J.
"What Psychologists should know About Marketing and Advertising Research," Journal of Psychology, 1962, Vol. 53, No. 2, pp. 329-347.
03237
- Thurber, Clarence E.
"Training Administrators for Developing Countries," in Hambridge, Gove (ed.), Dynamics of Development, New York: Frederick A. Praeger, 1964, pp. 127-139.
05364 CA
- Thurstone, L. L.
"Creative Talent," Thurstone, L. L. (ed.), Applications of Psychology, New York: Harper and Bros., 1952, pp. 18-37.
03745
- Tiedeman, Clifford E. and Van Doren, Carlton S.
The Diffusion of Hybrid Seed Corn in Iowa: A Spatial Simulation Model, East Lansing, Michigan State University, Institute for Community Development and Service, Technical Bulletin, 13-44, 1964.
01080
- Tiedt, Sidney W.
The Role of the Federal Government in Education, New York: Oxford University Press, 1966, 243 pp.
06468
- Tilles, S.
"Understanding the Consultant's Role," Harvard Business Review, 1961, Vol. 39, pp. 87-99.
06718

- Titmuss, Richard
Income Distribution and Social Change, Toronto: University of Toronto Press, 1962.
 -00562
- Toch, Hans, Tarrence, Allen, and Lazer, William
"The Public Image of Cancer Etiology," Public Opinion Quarterly, Fall 1961, Vol. 25, No. 3, pp. 411-413.
 02852
- Toland, R. A.
Daniel Fights his Phantoms: How a Psychiatric Consultation Service Came to a Middle-sized Community, Hogg Foundation for Mental Health, 1966.
 03255
- Tomlinson, H.
"Defining Technical Information Needs for a Research Laboratory," United States Air Force, Personnel Research Laboratory Technical Report No. 65-64, 12 pp.
 02216
- Tompkins, V.
"Student Smoking--Its Prevention and Cure," Health News, March 1968, Vol. 45, No. 3, pp. 13-5.
 06886
- Tornudd, Elin
Professional Reading Habits of Scientists Engaged in Research as Revealed by Analysis of 130 Questionnaires, Unpublished M.S. Thesis Carnegie Institute of Technology, 1953.
 05365
- Tornudd, Elin
"Study on the Use of Scientific Literature and Reference Services by Scandanavian Scientists and Engineers Engaged in Research and Development," in Proceedings of the International Conference on Scientific Information, Washington, D.C.: Nov. 16-21, 1958, Washington D.C. National Academy of Sciences--National Research Council I, 1959, pp. 9-65.
 02111
- Torpey, W. G.
"Use of Scientific and Engineering Brainpower During this Decade," Personnel Journal, 1963, Vol. 42, No. 2, pp. 75-82.
 03931
- Torrance, E. Paul
Rewarding Creative Behavior, Englewood Cliffs, New Jersey: Prentice-Hall, 1965, 353 pp.
 -02824
- Torres, Augusto and Spector, Paul
Diffusion of Information Through Radio and Supporting Media: Report of Follow-up interviews, Washington D.C Institute international Services, Phase II Final Report, 1964.
 01079
- Toscano, J. V.
"Transaction Flow Analysis in Metropolitan Areas," University of Pennsylvania Studies of Social Values and Public Policy, August 1962, Memo 4, 21 pp. Mimeo.
 02041
- Toussaint, W. D. and Stone P. S.
"Evaluating a Farm Machine Prior to its Introduction," Journal of Farm Economics, 1960, Vol. 42, pp. 241-251.
 01070 CA
- Townsend, M.
"Barre Parents Club--Consultation Service," Huessey, H. R. (ed.), Mental Health with Limited Resources, New York: Grune and Stratton, 1966.
 06014 CA
- Trachtman, Gilbert M.
The Evils of Educational Change, A Paper Presented at the Joint Conference of Council of School Superintendents and New York State Association of School District Administrators, New York: New York University, September 1964, pp. 15.
 01368
- Travers, R. M. W.
"Transmission of Information to Human Recievers," Audio-Visual Communication Review, Winter 1964, Vol. 12, pp. 373-385.
 02884
- Traweek, Melvin W.
"The Relationship Between Certain Personality Variables and Achievement Through Programmed Instruction," California Journal of Eucational Research, November 1964, 15:215-20.
 06469
- Treacy, David P.
"The Effects of Mass Communications: A Survey and Critique," Dissertation Abstracts, 1967, 27(7-A):2128.
 06334
- Triandis, H.
"Cognitive Similarity and Communication in a Dyad," Human Relations, 1960, Vol. 13, pp. 175-183.
 06719
- Triandis, Harry C.
"Some Determinants of Interpersonal Communication," Human Relations, 1960, Vol. 13, No. 3, pp. 279-287.
 01759 CA
- Trier, H.; Smith, H. C.; and Shaffer, J.
"Differences in Food-Buying Attitudes of Housewives," Journal Marketing, 1960, Vol. 25, No. 1, pp. 66-69.
 05366

- Trist, E. and Bamforth, K.
"Some Social and Psychological Consequences of the Longwall Method of Coal Getting,"
Human Relations, 1961, Vol. 4, pp. 3-38.
07165
- Trist, E. L.; Higgen, G. W.; Murray, H.; and Pellock, A. B.
Organizational Choice: Capabilities of Groups at the Coal Face under Challenging Technology,
New York: Humanities Press, 1963.
05367
- Troldahl, Verling C.
The Communication of Horticultural Information and Influence in a Suburban Community,
Boston University Communication Research Center Report, No. 10, 1963.
01134
- Troldahl, Verling C.
"Communicating to the Suburbs," Journal of Cooperative Extension, 1964, Vol. 2, pp. 82-88.
01135
- Troldahl, Verling C.
"A Field Experiment Test of a Modified 'Two-Step Flow of Communication' Model," Paper Presented at the Association for Education in Journalism, Lincoln, Nebraska, 1963.
01078
- Troldahl, Verling C. et.al.
"Public Affairs Information-Seeking from Expert Institutionalized Sources," Journalism Quarterly, 1965, Vol. 42, pp. 403-412.
01071
- Troldahl, Verling C. and Van Dam, Robert
"Face-to-Face Communication About Major Topics in the News," Public Opinion Quarterly, 1965, Vol. 29, pp. 626-632.
01136
- Trost, Jan
Dissemination of Information to the Medical Profession and Within the Group, Uppsala, Sweden: Sociologiska Institute, Nov. 1961, pp. 5-44.
02948
- Trow, Martin
"The New Media in the Evolution of American Education," Rossi, P. and Biddle, B. (eds.) The New Media and Education: Their Impact on Society, Chicago: Aldine Publishing Company, 1966, pp. 324-348.
06144 CLS
- Trow, Wm. Clark
Teacher and Technology: New Design For Learning, New York: Appleton-Century-Crofts, 1963, 198 pp.
02463
- Trueswell, Richard W. and Rubenstein, Albert H.
"Information-Searching Behavior of Physicians," The Department of Industrial Engineering and Management Sciences, Northwestern University, October 1966.
01565
- Trump, J. L.
"Influencing Change at the Secondary Level," Miller, R. I. (ed.), Perspectives on Educational Change, New York: Appleton-Century-Crofts, 1966.
00871
- Trump, J. Lloyd
"Rx Ingredients of Change," The Bulletin of the National Association of Secondary School Principals, May 1963, Vol. 47, No. 283, pp. 11-20.
01145 CA
- Tsouderes, John E.
"Organizational Change in Terms of a Number of Series of Selected Variables," American Sociological Review, 1955, Vol. 20.
06888
- Trump, J. L. and Baynham, D.
Focus on Change; Guide to Better Schools, Chicago: Rand McNally and Company, 1961, 147 pp.
03862 CLS
- Tucker, Carlos
Prediction of Rate of Adoption from Characteristics of Farm Innovations, M.S. Thesis, Columbus: Ohio State University, 1961.
1077
- Tu
et.al.
"The Effect of Mental Health Films on In-hospitalization," Psychiatric Quarterly, Vol. 34, pp. 269-283.
05141 CA
- Tullock, Gordon
The Organization of Inquiry, Durham, N.C.: Duke University Press, 1966, 242 pp.
06217
- Tully, Joan
"Farmers Problems of Behavioral Change," unpublished paper, 1967, 23 pp.
06422
- Tully, Joan
"Towards a Sociological Theory for Extension," Paper Presented at the Sociological Association of Australia and New Zealand, Melbourne, Australia: 1965.
01072

Tully, Joan et.al.

"Factors in Decision-Making in Farming Problems," Human Relations, 1964, Vol. 17, pp. 295-320.

01137 CA

Tumin, Melvin M.

"Exposure to Mass Media and Readiness for Desegregation," Public Opinion Quarterly, Summer 1957, Vol. 21, pp. 237-251; Fall 1957, pp. 335-370.

00337 PA

Tumin, Melvin M. and Rotberg, Robert

"Leaders, the Led, and the Law: A Case Study in Social Change," Public Opinion Quarterly, Fall 1957, Vol. 21, pp. 355-370.

01785 CA

Turner, Fred W.

"A Study of the Current Practices in Administering the Selection and Adoption Procedures of Free Textbooks with Special Reference to Florida," Dr.'s Thesis: Tallahassee: Florida State University, 1959, pp. 426, Dissertation Abstract, 1960, Vol. 20, No. 8, pp. 3167-68.

05368

Turhan, Mumtez

"Some Thoughts about Village Research Methods," Sosyoloji Dergisi, Istanbul, 1957, Vol. 12, pp. 98-103.

02839

Turner, George C.

"A Demonstration-Exploration Approach," Science and Children, March 1968, Vol. 5, No. 6, pp. 31-33.

06889

Tussman, Joel

Obligation of the Body Politic, New York: Oxford University Press, 1960.

07095

Twyford, Loran C.

"Operations Research on Instructional Films," Audio-Visual Communication Review, May 1960, Vol. 8, No. 156.

05369

Tyler, Ralph W.

"The Knowledge Explosion: Implications for Secondary Education," Educational Forum, January 1965, 29:145-53.

06471

Tyler, Ralph W.

"National Planning and Quality Control in Education," in Modern Viewpoints in the Curriculum, Paul Rosenbloom and Paul Hillestad, (eds.), New York: McGraw-Hill, 1964, pp. 11-18.

06470

Tyler, Ralph W.

"Specific Contributions of Research to Education," Theory Into Practice, April 1962, Vol. 1, No. 2, pp. 75-80.

02860 CA

Tyroler, Herman A., Johnson, Albert L., and Fulton, John T.

"Patterns of Preventive Health Behavior in Populations: I. Acceptance of Oral Poliomyelitis Vaccine Within Families," Journal of Health and Human Behavior, 1965, Vol. 6, No. 3, pp. 128-140.

03263 CA

U

Ubell, Earl

"Science in the Press: Newspapers vs. Magazines," Journalism Quarterly, Summer 1963, Vol. 40, No. 3, pp. 293-299.

03362

Uffelman, R. L.

"The Centrally Coordinated Approach: Teacher Acceptance of a Science Curriculum Development Program," Ph.D. Thesis, Stanford, California: Stanford University, Dissertation Abstract, 1962, Vol. 23, No. 6, pp. 2036.

03838 DA

Uhl, Henry S. M.

"The Regional Hospital Program of the Albany Medical College of Union University," Selected Papers from the Annual Meeting of the Hospital Directors of Medical Education, February 3, 1962, Vol. 2, pp. 5-10.

06157 CA

Ullah, Inayat

Diffusion and Adoption of Improved Practices, Peshawar, West Pakistan Academy for Rural Development, 1962.

01076

Ulmer, S. S.

"Scientific Method and the Judicial Process," American Behavioral Scientist, December 1963, Vol. 7, pp. 21-22, 35-38.

02043 CA

Ulmer, S. Sidney

"Researching the Judicial Process: Some Comments on a Quantitative Approach," Midwest Conference of Political Scientists, May 1961, pp. 1-26, mimeo.

00556

Union for Research and Experimentation in Higher Education

Project Changeover: A Program to Encourage Innovation in College Teaching, Union for Research and Experimentation in Higher Education.

03908

United Nations Educational, Scientific and Cultural Organization

Economic and Social Aspects of Educational Planning, Paris, 1964, 254 pp.
06890

UNESCO

"Comparative Cross-National Research: A Selection of References For Some Major Lines of Study," International Social Science Bulletin 1955, Vol. 7, pp. 622-641.
00555

UNESCO

Mass Media in the Developing Countries, Paris: 1961.
01971

UNESCO

New Methods and Techniques in Education, Paris, 1963.
05370

UNESCO, Department of Mass Communication Clearing House

"Register of Mass Communication Research Projects in Progress and in Plan," Bibliography since January 1955, Current Mass Communication Research, Reprints and papers on Mass Communication No. 21, International Documents Center, 1957, 60 pp.
03312

UNESCO

"Three Experiments in the Spreading of Knowledge about the Universal Declaration of Human Rights," Cambridge, Grenoble, Uppsala, : International Social Science Bulletin, 1953, Vol. 5, pp. 583-602.
- 01100

United States Atomic Energy Commission

Report on Survey of Users of United States Atomic Energy Commission Headquarters Library Washington, D.C.: June 1964.
02117

U. S. Atomic Energy Commission

Transference of Nonnuclear Technology to Industry, Committee Report to Oak Ridge Operations Office, 1965.
06887

U. S. Congress, House of Representatives, Select Committee on Government Research

Documentation and Dissemination of Research and Development Results, Study No. IV, Nov. 20, 1964.
06777

U. S. Department of Labor

"Putting Research Experimental and Demonstration Findings to Use," Manpower Administration No. 3, June 1967.
07003

U. S. Congress, House of Representatives, Committee on Science and Astronautics

Hearings, Dissemination of Scientific Information, No. 24, 86th Cong., 1st Sess., 1959.
06891

U. S. Congress, House of Representatives, Select Committee on Government Research

Interagency Coordination in Research and Development, Study No. VIII, 1964.
06809

United States Senate Committee on Government Operations Subcommittee In Reorganization and International Organizations

Interagency Coordination of Information: Hearings, Part I, September 21, 1962, 87th Congress 2nd Session, Superintendent of Documents, 242 pp., Vol. 4, Part 1, 242 pp.
2300

U. S. Congress, Senate, Committee on Government Operations

Summary of Activities Toward Interagency Coordination, report of the Subcommittee on Reorganization and Internal Organizations, 1965.
06893

U. S. Congress, Senate, Select Committee on Small Business, Subcommittee on Science and Technology

Policy Planning for Technology Transfer, Washington, D.C.: Government Printing Office, 1967.
06892

U. S. Department of Agriculture

Communities of Tomorrow--Agriculture/2000, Washington, D.C.: U. S. Department of Agriculture, Office of Information, November 1967, 31 pp.
06501 CLS

United States Department of Agriculture

Report of Task Force ABLE Agricultural Biological Literature Exploitation, Washington, D.C. March 1965.
02114

U. S. Department of Commerce

President's Conference on Technical-Distribution Research for the Benefit of Small Business, Washington, D.C.: United States Department of Commerce, Office of Technical Services, 1957, 287 pp.
03320 CA

- United States Department of Commerce
"Scientific and Technological Communication
in the Government," Washington, D.C.: Govern-
ment Printing Office, 1962.
02115
- U. S. Dept. of Commerce, Office of the State Tech-
nical Services
Technology Transfer and Innovation: A Guide
to the Literature, Springfield, Va.: Clearing-
house for Federal Scientific and Technical
Information, 1966.
06894
- U. S. Government, Defense Department, Army Depart-
ment
Logistics: Improved Management and Determina-
tion of Requirements for Procurement of Tech-
nical Data and Information, Army Regulations
Series, Superintendent of Documents, 1966,
pp. 987.
05372
- U. S. Government, Commerce Department, National
Bureau of Standards
Technical Information Service, Regional Dis-
tribution of Government R & D Information,
Institute for Applied Technology Office of
Technical Resource.
05371
- U. S. Department of Health, Education and Welfare,
Office of Education
The Pert Lectures: A Case Study in Knowledge
Dissemination and Utilization, Vol. 2, Par-
ticipant Follow-up Study, United States De-
partment of Health, Education and Welfare,
Office of Education, Bureau of Research, Au-
gust 1966.
03925 CLS
- U. S. Dept. of Labor
Implications of Automation and Other Techno-
logical Developments, A Selected Annotated
Bibliography, Bulletin No. 1319, 1962.
06895
- U. S. Government, Department of State
"Science Advisor of the Department of State,"
State Department and Foreign Services Series-
#7, Office of Public Services, Bureau of Pub-
lic Affairs, Superintendent of Documents.
05373
- United States House of Representatives
"Select Committee on Government Research,
Study No. 4, Documentation and Dissemination
of Research and Development Results," Report,
88th Congress, 2nd Session, Nov. 20, 1964,
148 pp.
02286
- United States Government
Cooperation: Convertibility and Compatibility
Among Information Systems: A Literature Review,
Washington, D.C.: U. S. Government Printing
Office, 1966, 140 pp.
00554
- United States President's Advisory Committee
"Science, Government and Information: the Re-
sponsibilities of the Technical Community and
Government in the Transfer of Information,"
A Report, Superintendent of Documents, Jan.
10, 1963, 52 pp.
02297
- Universal Marketing Research
"Medical Times Reader Acceptance," Universal
Marketing Research, New York: June 1961, 43 pp.
00705
- Universal Marketing Research
The 1961 continuing Survey of Reading Prefer-
ences of Resident Physicians, New York: Univer-
sal Marketing Research, 1961, 31 pp.
00742
- Universities - National Bureau Committees for
Economic Research
The Ratio and Direction of Inventive Activity:
Economic and Social Factors: A Conference,
Princeton, New Jersey: Princeton University
Press, 1962, 635 pp.
02056
- University of Denver
The Commercial Application of Missile/Space
Technology, Parts I & II, Denver Research In-
stitute, University of Denver, Sept. 1962.
02116
- University of Michigan, Institute for Social Re-
search, Survey Research Center
The Attitudes and Activities of Physiologists,
Ann Arbor, 1954.
05373
- University of Minnesota School of Journalism, Re-
search Division
"Minnesota Medicine Reader-Interest Survey,"
University of Minnesota School of Journalism
Research Division, Minneapolis, Minnesota:
1956, 30 pp.
00721
- University of Pittsburgh, Project TALENT Office
"The Story of Project TALENT," Washington, D.C.
The University of Pittsburgh, Project TALENT
Office, Bulletin No. 1, 1959.
03744

University of Utah Medical School, Division of Postgraduate Medical Education
 "Postgraduate Television Clinics," University of Utah Medical School, Division of Post Graduate Medical Education, San Diego, County, California, 1954, 30 pp.
 00739

University of Utah Medical School, Division of Postgraduate Medical Education
 "Utah's Second Television Clinic," University of Utah Medical School, Division of Post Graduate Medical Education, Medical Center, Salt Lake City, Utah, 1954, 32 pp.
 00738

Urquhart, D. J.
 "The Distribution and Use of Scientific and Technical Information," The Royal Society Scientific Information Conference, 1948, pp. 408-419.
 05375

Urquhart, D. J.
 "Use of Scientific Periodicals," ICSI, pp. 287-300.
 05376

"Use of Social Promoters at the Puno Base of the Andean Indian Programme," International Labour Review, Sept. 1962, Vol. 86, pp. 247-259.
 00789

Utterback, James M.
 "Accuracy of Perception and Enculturation of Researchers in an Industrial Laboratory," A Master's Thesis, Aug. 1965.
 00516

Utterback, James
 "Summary of Variables and Propositions Concerning Idea Flow," Management Sciences, Northwestern University, June 1964.
 11884

Uytterschaut, L.
 "Literature Searching Methods in Social Science Research," The American Behavioral Scientist, May 1966, Vol. 9, No. 9, pp. 14.
 00553

V

Van Alstyne, Carol
 "Innovation: An uneven Diffusion," Challenge, April 1963, Vol. 11, pp. 35-38.
 02301

Vance, Merle W.
Demonstration to Improve the Teaching of Social Studies -- Grades one-six, Sacramento, California: Sacramento State College.
 02735

Van Cott, Harold P. and Kincade, Robert G.
A Feasibility Study for Determining Requirements of Biological Information Services and Systems, Final Report AIR-F-57-11/67-TR-7, Washington, D.C.: American Institutes for Research, 1967.
 06606

Van Cott, Harold P.
 "The Science Information Requirements of Scientists," project in progress, June 1967, American Institutes for Research.
 06134

Van Den Ban, Anne W.
Boer En Landvoorlichting: De Communicatie over Nieuwe Landbouwmethoden, Assen, Netherlands, Van Gorkum, 1963.
 01960

Van Den Ban, Anne W.
Certain Features and Characteristics of Progressive Farmers, Wageningen, Netherlands: Agricultural University, Afdeling Sociologie En Sociografie Van De Landbouwhogeschool Bulletin, No. 10, 1958.
 01968

Van Den Ban, Anne W.
 "The Communication of New Farm Practices in the Netherlands," Sociologia Neerlandica, 1965, Vol. 2, pp. 1-18.
 01967

Van Den Ban, Anne W.
 "Hoe Vinden Nieuwe Landbouwmethoden Ingang," (How a New Practice is Introduced), Landbouwvoorlichting, 1963, Vol. 20, pp. 227-239.
 01958

Van Den Ban, Anne W.
 "Locality Group Differences in the Adoption of New Farm Practices," Rural Sociology, 1960, Vol. 25, pp. 308-320.
 01966

Van Den Ban, Anne W.
Regionale Verschillen in De Toepassing Van Enkele Landbouwmethoden, (Regional Differences in the Adoption of some Farm Practices), Wageningen, Netherlands: University of Wageningen Department of Rural Sociology Bulletin No. 9, 1958.
 01965

Van Den Ban, Anne W.
 "Research in the Field of Advisory work," Netherlands Journal of Agricultural Science, 1961, Vol. 9, pp. 122-133.
 01964

Van Den Ban, Anne W.
 "A Revision of the Two-Step Flow of Communications Hypothesis," Gazette, 1964, Vol. 10, pp. 237-250.
 01963

- Van Den Ban, Anne W.
"Some Characteristics of Progressive Farmers in the Netherlands," Rural Sociology, 1957, Vol. 22, pp. 205-212.
01961
- Van Den Ban, Anne W.
"Wie Worden Door De Landbouwvoorlichtingsdienst Bereikt," (Who are Influenced by the Agricultural Extension Service), Landbouwkundig Tijdschrift, 1953, Vol. 65, pp. 317-327.
01962
- Van Egmond, Elmer
"Social Interrelationship Skills and Effective Utilization of Intelligence in the Classroom," Ph.D. Thesis, Ann Arbor: University of Michigan, 1960.
02867
- Van Es, Johannes C.
Opinion Leadership in Colombian Veredas With Different Norms on Social Change, M.S. Thesis, Columbus, Ohio State University, 1964.
01957
- Van Es, Johannes C. and Rogers, Everett M.
"Diffusion Research in Developing Societies," Journal of the Pakistan Academy of Rural Development, (Comilla) Jan. 1964, Vol. 4, No. 3, pp. 121-125.
01260
- Van Til, William
"Association for the Supervision of Curriculum Development's Role in Curriculum Experimentation," Educational Leadership, Feb. 1962, Vol. 19, pp. 314-15, 318-320.
03863 CA
- Vargas, Fortunato Tentori
"Testing of Visual Material and Evaluation of an Experience in Health Education Programs," Mexico, Centro Regional De Educacion Fundamental Para La America Latina, 1959.
01956
- Varon, Edith
"Communication: Client, Community, and Agency" Social Work, April 1964, Vol. 9, No. 2, pp. 51-57.
03420 SA
- Veblen, Thorstein B.
The Place of Science in Modern Civilization, New York, 1931.
06099
- Velde, Baukje T.
Waarom Wordt Een Melkmachine Aangeschaft, Wageningen, Netherland, Dairy Research Institute Report No. 124, 1962.
01959
- Verhaalen, Roman J. and Others
"A Mental Health Seminar for General Hospital Personnel," Mental Hygiene, 1956, Vol. 40, No. 3, pp. 413-426.
03954 CA
- Verhave, T.
"Is the System Approach of Engineering Psychology Applicable to Social Organizations?" Psychological Record, 1961, Vol. 11, pp. 69-86.
03106
- Verner, Coolie
Adult Education: Theory and Method: A Conceptual Scheme for the Identification and Classification of Processes, Chicago: Adult Education Association, 1962.
03866
- Versalius, J. D. N.
"Social Factors in Asian Rural Development," Pacific Affairs, June 1957, Vol. 30, pp. 160-172.
00552
- Veruon, Glenn M.
"Communication Between Theologians and Social Scientists in Research," Review of Religious Research, 1966 7(2):93-101.
06341
- Vexliard, A. and Aytoc, K.
"The Village Institutes in Turkey," Symposium on Education and Development, Comparative Education Review, June 1964, Vol. 8, pp. 5-47.
01799
- Veyette, J. H., Jr.
"Planning for Data Retrieval," Automation, January 1962, Vol. 9, pp. 129-132.
03301 CA
- Vickers, Geoffrey
"Ecology, Planning, and the American Dream," in Dubl, Leonard J. (ed.), The Urban Condition, New York: Basic Books, 1963, pp. 374-395.
06362
- Vickery, B. C.
"Use of Scientific Literature," Library Association Record, Aug. 1961, Vol. 63, pp. 263-269.
02755
- Villa, A. L.
Educational Factors That Influence Decisions to Produce Instructional Films, Doctors Thesis, Boston: Boston University School Journal Education, 1960.
05378

W

Villegas, Leopoldo

Field Demonstration: Its Effects on Level of Knowledge, Understanding, and Attitudes of Farmers About Choice of a Rice Variety and Use of Fertilizers, M. S. Thesis, Manila: University of the Philippines, 1966.
06472

Visotsky, H. M.

"Role of Governmental Agencies and Hospitals in Community-Centered Treatment of the Mentally Ill," American Journal of Psychiatry, 1966, Vol. 122, No. 9, pp. 1007-1011.
- 03245

Vogel, E.

Japan's New Middle Class, University of California Press, 1963.
- 06294

Voget, Fred

"A Shoshone Innovator," American Anthropologist, 1950, Vol. 52, pp. 53-63.
01953 CA

Voget, Fred

"Individual Motivation in the Diffusion of the Wind River Shoshone Sun Dance to the Crow" American Anthropologist, 1948, Vol. 50, pp. 634-646.
10608

Voigt, Melvin J.

"Scientists' Approaches to Information: American College Research Libraries, Monograph No. 24: Chicago: American Library Association, 1961.
02117

Vollan, Douglas D.

Postgraduate Medical Education in the United States, American Medical Association, Chicago 1955, 184 pp.
00737

Von Blanckenburg, Peter

Rice Farming in the Abakaliki Area, Ibadan, Nigerian Institute of Social and Economic Research, 1962.
01905

Von Blanckenburg, Peter

A Study of Some Socio-Economic Factors Influencing Rubber Production, Ibadan: Nigerian Institute of Social and Economic Research, 1962.
01904

Von Oppenfeld, Horst and Others

"Results of a Study of Adoption of Better Farm Practices in the Philippines," Indian Journal of Agricultural Economics, 1962, Vol. 17, pp. 23-32.
01954

Wadia, M. S.

"Management Education and the Behavioral Sciences," Advanced Management, 1966, Vol. 26, No. 9, pp. 7-10.
03102 PA

Wager, L. Wesley

"Channels of Interpersonal and Mass Communication in an Organizational Setting," Sociological Inquiry, Winter 1962, Vol. 32, No. 1, pp. 88-107.
- 01270

Wagner, Robert W.

"The Role of the Media in Educational Change," Meierhenry, Wesley C. (ed.) Media and Educational Innovation, University of Nebraska Extension Division and University of Nebraska Press, 1964.
02626

Wagner, Tobias

"Ethical Pharmaceutical Promotion," in The Workings and Philosophies of the Pharmaceutical Industry, National Pharmaceutical Council Education-Industry Forum, Princeton, New Jersey: August 23-27, 1959, pp. 82-99.
00745 CLS

Wailes, James R.

"Science Innovations," The National Elementary Principal, September 1963, Vol. 43, pp. 22-27.
01055

Wainwright, T. S.

"Advances in the Science of Communications as it relates to Medical Writing," Mississippi Valley Medical Journal, Jan. 1960, Vol. 82, pp. 969.
00550

Waisanen, Frederick B.

Television Ownership in Iowa City: A Study in Some Determinants of Social Innovation, M.A. Thesis, Iowa City: State University of Iowa, 1952.
01950

Waldrip, D. R.

"What are Some Examples of Research that are Being Conducted by Large City School Systems?" Paper presented at American Educational Research Association, Chicago: Spokane Public Schools (Washington) Feb. 1966, 6 pp. ditto.
00543

Walker, Charles R.

Modern Technology and Civilization: An Introduction to Human Problems in the Machine Age, New York: McGraw-Hill Book Co., Inc., 1962.
02534

- Walker, E. L. and Heyns, R.
Anatomy of Conformity, New York: Prentice-Hall, 1962.
 -06301
- Walker, Jack L.
 "The Adoption of Innovations by the American States," Conference on the Measurement of Public Policies in the American States, Spon- by Inter-University Consortium for Political Research under grant from the National Sci- ence Foundation, Ann Arbor, Michigan, July 28-August 3, 1968.
 07045 CLS
- Walkland, S. A.
 "Science and Parliament: The Role of the Se- lect Committees of the House of Commons," Parliamentary Affairs, Summer 1965, Vol. 18, No. 3, pp. 266-278.
 01153
- Wall, J., Ellis, J.
 "Group Treatment of Adolescent Males in a Juvenile Court Setting," Federal Probation, June 1957, Vol. 21 pp. 18.
 02967
- Wallace, J. E.
 "Excursion into the Affinities Between Law and the Behavioral Sciences," Journal of Legal Education, 1965, Vol. 18, pp. 43.
 00542
- Wallach, Michael A., Kogan, Nathan, and Burt, Roger B.
 "Are Risk Takers More Persuasive than Conser- vatives in Group Discussion?" Journal of Ex- perimental and Social Psychology, 1968, Vol. 4, No. 1, pp. 76-88.
 06896
- Wallerstein, Immanuel, (ed.)
Social Change: The Colonial Situation, John Wiley and Sons, Inc. 1966.
 -00541
- Walsh, J. J.
 "Testing: A Catalyst for Educational Innova- tions," Theory into Practice, 1963, Vol. 2, No. 4, pp. 218-225.
 13917
- Walton, E.
 "A Study of Organizational Communication Sys- tems," Personnel Administration, 1963, Vol. 26, No. 3, pp. 46-49.
 -03937
- Walton, R., Dutton, J. and Fitch, H.
 "A Study of Conflict in the Process, Struc- ture and Attitudes of Lateral Relationships," in Rubenstein and Haberstroh, (eds.) Some Theories of Organizations, Homewood, Ill.: Irwin, 1966, pp. 444-465.
 06720
- Walz, Garry R. and Rich, Juliet V.
 "The Impact of Information Systems on Coun- selor Preparation and Practice," Counselor Education and Supervision, 1967, Vol. 6, No. 35, pp. 275-284.
 06402
- Wang, Inkeum
 "Adoption of Recommended Farming Practices and Some Influencing Socio-Economic Factors," Journal of Agricultural Economics, 1962, Vol. 5, pp. 67-86.
 01949
- Wang, Inkeum
 "Socioeconomic Status of the Farm Household and Adoption of Agricultural and Home Econom- ics Practices in Several Korean Villages," Journal of Agricultural Economics, 1963, Vol. 6, pp. 12-26.
 01948
- Ward, W. C. and Jenkins, H.
 "The Display of Information and the Judgment of Contingency," Canadian Journal of Psychol- ogy, 1965, Vol. 19, No. 3, pp. 231-241.
 -03233
- Ware, W. H.
Future Computer Technology and Its Impact, Santa Monica: RAND Corp., 1966, 29 pp. (P-3279)
 06897
- Warheit, I. A.
 "Geneva Conference on Utilization of Atomic Energy, Scientific and Technical Information," Special Library Association, Scientific and Technical News, Spring 1959, Vol. 13, pp. 3-5.
 G3027
- Warland, Rex H.
 "Personal Influence: The Degree of Similarity of Those Who Interact," M.S. Thesis, Ames: Iowa State University, 1963.
 01947 AA
- Warner, W.
Bases for Implementing A Local Homemaking Pro- gram, Ph.D. Thesis, East Lansing: Michigan State University, 1957.
 02612 DA
- Warren, Roland
The Interorganizational Field as a Focus of Investigation, 1967 (unpublished).
 06539
- Warren, Roland
 "Purposive Community Change in Consensus and Dissensus Situations," Community Mental Health Journal, 1966, Vol. 2, No. 4, pp. 293-300.
 06538

- Warren, R.
"Types of Purposive Change at the Community Level," Brandeis University, Graduate School for Advanced Studies in Social Welfare, 1967, Papers in Social Welfare, No. 11.
06534
- Warshay, Leon H.
"Breadth of Perspective and Social Change," in Zollschan, George K. and Hirsch, Walter (eds.), Explorations in Social Change, Boston: Houghton Mifflin Company, 1964, pp. 345-367.
01363 AA
- Washburne, C. W. and Marcand, S. P.
Winnetka: The History and Significance of the Educational Experience, Englewood Cliffs: Prentice-Hall, 1964, 402 pp.
12056
- Watkins, J. M.
"The Library System and the Language Laboratory," French Review, October 1960, Vol. 34, pp. 60-66.
05379
- Watson, A. S.
"Teaching Mental Health Concepts in the Law School," American Journal of Orthopsychiatry, 1963, Vol. 33, No. 1, pp. 115-122.
03933 CA
- Watson, Bruce and Tarr, William
Social Sciences and American Civilization, New York: John Wiley and Sons, Inc., 1964.
02820
- Watson, G.
A Comparison of "Adaptable" vs. "Laggard" Y.M.C.A.'s, New York: International Committee of Y.M.C.A., 1946.
00540
- Watson, Goodwin (editor)
Change in School Systems, Cooperative Project for Educational Development, N.T.L. National Educational Association, 1967.
06195
- Watson, Goodwin (editor)
Concepts for Social Change, Cooperative Project for Educational Development, N.T.L. National Education Association, 1967.
06194
- Watson, Goodwin
"Resistance to Change," Concepts for Social Change, Baltimore, Maryland: Moran Printing Service, Published by N.T.L. National Educational Association for COPED, March 1967, pp. 10-25.
03690 CA
- Watson, Goodwin B.
Social Psychology: Issues and Insights, Philadelphia: Lippincott, 1966, 630 pp.
06364
- Watson, Goodwin
"Temporary Systems to Help Introduce Change," Approaches to Research Utilization in Community Psychology: A Symposium, Washington, D.C.: American Psychological Association, 1967.
06325
- Watson, Goodwin
"Utopia and Rebellion: The New College Experiment," in Miles, Matthew B., (ed.) Innovation in Education, New York: Teachers College, Columbia University, Bureau of Publications, 1964, pp. 97-115.
01197 CA
- Watson, G. and Glazer, E.
"What We Have Learned About Planning for Change," Management Review, 1965.
06721
- Watson, Thomas J.
"Training Teachers for Special Education in England," Exceptional Children, February 1961, Vol. 27, pp. 307-308.
02731
- Wattel, H. L. (ed.)
Dissemination of New Business Techniques: Network Scheduling and Control Systems, Hofstra University Yearbook of Business, Jan. 1964, Vol. 2.
03825
- Watzlawick, Paul; Beavin, Janet Helmick and Jackson, Don D.
Pragmatics of Human Communication, New York: W. W. Norton and Co., 1967, 296 pp.
06685
- Wayland, S.
"Structural Features of American Education as Basic Factors in Innovation," Miles, Matthew B. (ed.) Innovation in Education, New York: Bureau of Publications, Teachers College, Columbia University, 1964.
00866
- Ways, Max
"The Road to 1977," Fortune, January 1967.
06201
- Wayson, W. W.
"The Political Revolution in Education, 1965," Phi Delta Kappa, March 1966, 47:333-39.
06473
- "We Tend To Take Things for Granted," Modern Medicine Topics 22, January 1961, Vol. 6, No. 1.
05350

- Weathers, T. L.
"Visual Aids - the Better half of Communication," Personnel Management, 1964, Vol. 46, No. 370, pp. 162-171.
02204
- Weaver, Carl H.
"Measuring Point of View as a Barrier to Communication," Journal of Communication, Spring 1957, Vol. 7, pp. 5-13.
03068 CA
- Webb, Eugene J.; Campbell, Donald T.; Schwartz, Richard D. and Sechrest, Lee
Unobstrusive Measures: Nonreactive Research in the Social Sciences, Chicago: Rand McNally 1966, 225 pp.
06919
- Webb, G. A.
"Definition of Development," Industrial and Engineering Chemistry, May 1964, Vol. 56, pp. 12ff.
02176 CA
- Webb, James E.
"Disseminating the Fruits of Space Technology," United States Senate, 88th Congress, 2nd Session, Sub-committee on Employment and Manpower of the Common Labor and Public Welfare in Convertibility of Space and Defense Resources to Civilian Needs: A Search for New Employment Potentials, Washington: 1964, pp. 979-985.
00610
- Weidenbaum, M. L.
"Government Assistance to Private Financing of Research and Development," Research and Development, June 1965, Vol. 16, pp. 32-36.
02167
- Weinberg, Alvin M.
"Can Technology Replace Social Engineering?" Bulletin of the Atomic Scientists, Dec. 1966, pp. 4-8.
00539 CA
- Weinberg, Alvin
Science, Government and Information: A Report of the President's Science Advisory Committee, Washington, D.C.: U.S. Government Printing Office, Jan. 10, 1963.
06106
- Weinberg, Alvin M.
"Scientific Communication," International Science and Technology, April 1963, pp. 65-74.
02055
- Weinberg, Alvin M.
"Second Thoughts on Scientific Information," College and Research Libraries, Nov., 1964, Vol. 25, pp. 463-471.
02285
- Weinberger, A. J.
"Economic Evaluation of Research and Development Projects," Chemical Engineering, Oct. 28, 1963 - Nov. 25, 1963, Vol. 70, pp. 123-126 and pp. 113-118.
02162
- Weinberger, M.
"Do People Know How Susceptible they are to Television Advertising?" Public Opinion Quarterly, Summer 1962, Vol. 26, No. 2, pp. 262-265.
03381
- Weiner, M.
"Observations on the Growth of Information Processing Centers," in Rubenstein and Haberstroh, (eds.) Some Theories of Organization, Homewood, Ill.: Irwin, 1966, pp. 157-168.
06722
- Weingrod, Alex
"Reciprocal Change: A Case Study of a Moroccan Immigrant Village in Israel," American Anthropologist, Feb. 1962, Vol. 64, pp. 115-131.
00839 CA
- Weintraub, D. and Bernstein, F.
"Social Structure and Modernization: A Comparative Study of Two Villages," American Journal of Sociology, 1966, Vol. 72, pp. 509-521.
01946 CA
- Weir, J. T.
"Adapting Law to Change," American Bar Association Journal, Oct. 1966, Vol. 52, pp. 918.
00538
- Weiss, Carol H.
"Utilization of Evaluation: Toward Comparative Study," Paper presented at the American Sociological Association Meeting, Miami Beach: Sept. 1, 1966 (to be revised).
02629 CA CLS
- Weiss, W. and Steenbock
"The Influence of Communication Effectiveness of Explicitly Urging Action and Policy Consequences," Journal of Experimental Social Psychology, 1965, Vol. 1, No. 4, pp. 396-406.
00547 PA
- Weisskopf-Joelson, E., and Eliseo, T.S.
"An Experimental Study of the Effectiveness of Brainstorming," Journal of Applied Psychology, 1961, Vol. 45, pp. 45-59
03109

- Weissman, Harold
"The Social Worker in Educational Television,"
Social Work, April 1963, Vol. 8, No. 2, pp.
 96-100.
 03394 CA
- Welch, John M.
An Evaluation of Three Adult Education Meth-
ods for Disseminating Trade Information to
Missouri Restaurant Operators, Ph.D. Thesis,
 Tallahassee: Florida State University, 1961.
 03763
- Welch, John M. and Verner, Coolie
"A Study of Two Methods for the Diffusion of
Knowledge," Adult Education, 1962, Vol. 12,
 pp. 231-237.
 01945
- Welch, W. H.
"The Johns Hopkins Hospital with Especial
Reference to Its Relations to Medical Educa-
tion and the Promotion of Medical Knowledge,"
Bulletin of the Johns Hopkins Hospital, Jan.
 1959 Vol. 104, No. 1, pp. 1-10.
 00546
- Welikala, George H. F.
"An Analysis of the Adoption of Some Agricul-
tural, Medical, Public Health and Cooperative
Practices in Six Selected Villages of Ceylon,"
 M.A. Thesis, East Lansing: Michigan State Uni-
 versity, 1959.
 01944
- Welles, John G., et.al.
The Commercial Application of Missile/Space
Technology, Denver, Colo.: Denver Research
 Institute, 1963.
 06899
- Welles, John G. and Waterman, Robert H., Jr.
"Space Technology: Pay-off from Spin-off,"
Harvard Business Review, July-August 1964,
 Vol. 42, No. 4, pp. 106-118.
 06900
- Wellin, Edward M.
"Water Boiling in a Peruvian Town," Benjamin,
Paul (ed.) Health, Culture & Community, New
 York: Russell Sage Foundation, 1955.
 02772
- Wellin, Edward and Seacat, Milvoy S.
"Social Science in the Health Field: A Review
of Research, 1954-1959," American Journal of
Public Health, 1962, Vol. 52, pp. 1465-1472.
 06686
- Wells, Donald E. and MacLean, Malcolm S.
A Typological Approach to the Study of Diffu-
sion, East Lansing: Michigan State University,
 Communication Research Center Mimeo Report,
 1962.
 01942
- Wendt, Paul
"Generals or Foot Soldiers?" Meierhenry,
Wesley C. (ed.) Media and Educational Innova-
tion, University of Nebraska Extension Divi-
 sion and University of Nebraska Press, 1964.
 02627
- Wenrich, Ralph C.
A Study to Determine More Effective Ways of
Using State and Federal Vocational Education
Funds in the Further Development of Programs
Operated by Local School Districts, Ann Arbor:
 University of Michigan, Office of Research
 Administration, 1962, 103 pp.
 03386 CA
- Werner, David J.
"A Study of the Information-Seeking Behavior
of Medical Researchers," M.S. Thesis, Depart-
ment of Industrial Engineering and Management
Sciences, Northwestern University, Dec. 1965.
 01564
- Werner, David J.
"Summary of Principal Points of the Seminar
on the Researcher and His Information Behav-
ior," Department of Industrial Engineering and
Management Science, Northwestern University,
 April 1965.
 01567
- Werner, David J.; Gustave, Rath J. and Rubenstein,
 Albert A.
"A Case of Search vs. Experiment," A Working
Paper, Department of Industrial Engineering
and Management Sciences, Northwestern Univer-
sity, Dec. 1965.
 01569
- Wertham, Frederic
"The Scientific Study of Mass Media Effects,"
American Journal of Psychiatry, 1962, Vol. 119,
 No. 4, pp. 306-311.
 01980
- Wessell, Nils Y.
"Innovation and Evaluation: In Whose Hands?"
Proceedings of the 1966 Invitational Conference
on Testing Problems, 1967, pp. 3-11
 06406
- West, F. J.
"Studies in the Methodology of Measuring Infor-
mation Requirements and Use Patterns, Report
#1: Questionnaire," Bethlehem, Pennsylvania:
Center for the Information Sciences, Lehigh
University, May 1965.
 02118
- Westermarck, N.
"Human Aspects on the Re-Organization and Re-
allocation of Resources of Family Farms,"
Eripainos, 1963, Vol. 36, pp. 56-64.
 01903

- Westerstahl, Jorgen; Sarlvik, Bo and Janson, Esbjorn
 "An Experiment with Information Pamphlets on Civil Defense," Public Opinion Quarterly, 1961, Vol. 25, No. 2, pp. 236-248.
 01479
- Westfall, Ralph
 "Psychological Factors in Predicting Product Choices," Journal of Marketing, 1962, Vol. 26, No. 2, pp. 34-40.
 01978
- Westin, A. F.
 "Science, Privacy, and Freedom: Issues and Proposals for the 1970's," Columbia Law Review, June 1966, Vol. 66, pp. 1003.
 00545
- Westley, Bruce H.
Attitudes toward Educational Television, Madison, Wisconsin: University of Wisconsin, Television Laboratory, 1958, 241 pp.
 01717
- Westley, Bruce H. and MacLean, Malcolm S.
 "A Conceptual Model for Communications Research," Journalism Quarterly, 1957, Vol. 34, pp. 31-38.
 01680
- Westley, Bruce H. and Severin, Werner J.
 "A Profile of the Daily Newspaper Non-reader," Journalism Quarterly, Winter 1964, Vol. 41, No. 1, pp. 45-51
 03433
- Westley, Bruce H. and Severin, Werner J.
 "Some Correlates of Media Credibility," Journalism Quarterly, 1964, Vol. 41, No. 3, pp. 325-335.
 01977
- Wettrick, M. J.
 "Education about Alcohol and Alcoholism in the Community," South Eastern School of Alcoholism in the 4th Proceedings.
 02229
- Wheeler, Ladd
 "Toward a Theory of Behavioral contagion," Psychological Review, 1966, Vol. 73, No. 2, pp. 179-192.
 -00536 PA
- Wheelock, Gerald
 "The Farmers' Decision-Making Process in the Purchase of New Tractors," M.S. Thesis, Ames: Iowa State University, 1964.
 01906
- Whelan, John Wm.
 "Public Law 85:934: New Federal Support for Basic Scientific Research," Journal of Public Law, Fall 1959, Vol. 8, pp. 462-498.
 02648 CA
- White, B. L. and Jacobs, E. R.
 "A Survey of Suggestion Schemes," Personnel Practice Bulletin, 1961, Vol. 17, No. 1, pp. 22-26.
 03097
- White, Donald J.
 "Relationships of Education, Agent Contact and Adoption of Dairy Practices at Recommended Levels for DHIA and Non-DHIA Dairymen," M.S. Thesis, East Lansing: Michigan State University, 1965.
 01941 CA
- White, G. F.
 "United Nations Conference on the Application of Science and Technology for the Benefit of the Less Developed Areas," Geographical Review Oct. 1963, Vol. 53, pp. 608-610.
 00794
- White, I. S.
 "The Functions of Advertising in our Culture," Journal of Marketing, 1959, Vol. 24, pp. 8-14.
 03130
- White, L. B.
 "Analysis of Problems of Maintenance and Operation of Language Laboratories in California High Schools," California Schools, November 1961, Vol. 32 pp. 437-55.
 05382
- White, Robert
 "Ego and Reality in Psychoanalytic Theory," Psychological Issues, 1963, III (3).
 -06269
- Wiest, Jerome D.
 "Heuristic Programs for Decision Making," Harvard Business Review, September-October 1966, pp. 129-143.
 -05383
- Whiteman, G. L.
 "Communication and Driving Safety: The Role of Mass Media and the Effects of Positive and Negative Symbolism in Accident Prevention," Masters Thesis, University of Oklahoma, 1965, 14 pp.
 06727
- Whitman, R. M.
 "The Rating and Group Dynamics of the Psychiatric Staff Conference," Psychiatry, 1956, Vol. 19, pp. 333-340.
 -03953

- Whitney, V. H.
"Resistance to Innovation: The Case of Atomic Power," American Journal of Sociology, November 1950, Vol. 56, pp. 247-254.
02063 CA
- Whitney, Vincent H.
"Science, Government and Society," Annals of the American Academy of Political and Social Science, January 1960, Vol. 327, pp. 50-58.
02851 AA
- Whittington, H. G.
"The Third Psychiatric Revolution-Really? A Consideration of Principles and Practices in Community Psychiatry," Community Mental Health Journal, 1965, Vol. 1, No. 1, pp. 73-80.
-02239
- "Who Are the Innovators?"
Economist, Feb. 15, 1958, Vol. 186, pp. 596-598.
01747 CA
- Whyte, William H. Jr.
"The Web of Word of Mouth," Fortune, Nov. 1954.
00509
- Whyte, William F.
Street Corner Society: The Social Structure of an Italian Slum, Chicago, Illinois: University of Chicago Press, 1943.
07132
- Whyte, William F. and Estes, H.
"Achievement of Management Goals Through the Use of Behavioral Science Techniques," Industrial Medicine and Surgery, 1964, Vol. 33, pp. 905-913.
02518
- Whyte, William F. and Hamilton, Edity L.
Action Research for Management: A Case Report on Research and Action in Industry, Homewood, Illinois: Richard D. Irwin, Inc., The Dorsey Press, 1964.
01808
- Whyte, William F. and Holmberg, A. R.
"Human Problems of United States Enterprise in Latin America," Human Organization, Fall 1956, Vol. 15, p. 40.
01757
- Wichers, A. J.
De Evaluaties Van Een Voorlichtingscampagne in De Betuwe, (The Evaluation of an Extension Campaign), Wageningen, Netherlands, University of Wageningen Department of Rural Sociology Bulletin, No. 11, 1958.
01939
- Wiebe, Gerhart D.
"A Strategy for Social Psychological Research on Technological Innovation," Journal of Social Issues, 1961, Vol. 17, No. 2, pp. 56-64.
02947
- Wiesner, Jerome B.
"Technology and Innovation," Morse, Dean and Warner, Aaron (eds.) Technological Innovation and Society, New York: Columbia University Press, 1966 pp. 11-26.
03353
- Wigren, Harold E.
"The Process of Change in Educational Television," Miller, R. I. (ed.) Perspectives in Educational Change, New York: Appleton-Century-Crofts, 1966.
00876
- Wileden, A. F.
"The Sociologist's Role in Public Policy Discussions," Rural Sociology, June 1959, Vol. 24, No. 2, pp. 131-139.
02850
- Wiles, K.
"Contrasts in Strategies of Change," Leeper, R. R. (ed.) Strategy for Curriculum Change, Washington, D.C.: Association for the Supervision of Curriculum Development, 1965.
01933
- Wiles, K.
"Proposals of Strategies: A Summary," Leeper, R.R. (ed.) Strategy for Curriculum Change, Washington, D.C.: Association for the Supervision of Curriculum Development, 1965.
01196
- Wilkening, Eugene A.
The Acceptance of Certain Agricultural Programs and Practices in a Piedmont Community of North Carolina, Ph.D. Thesis, University of Chicago, 1949.
01938
- Wilkening, E. A.
"Acceptance of Improved Farming Practices in Three Coastal Plains Communities," Ralieg, North Carolina Extension Service Bulletin, No. 98, 1952.
02817
- Wilkening, E. A.
Adoption of Improved Farm Practices as Related to Family Factors, Wisconsin Agricultural Experiment Station Research Bulletin, No. 183, Madison, Wisconsin: December 1953.
02876

- Wilkening, Eugene A.
"The Communication of Ideas on Innovation in Agriculture," in Katz, E., et.al., Studies of Innovation and of Communication to the Public, Stanford University, School for Communications Research, 1962, pp. 39-60.
06369
- Wilkening, Eugene A.
"Change in Farm Technology as Related to Familism, Family Decision Making, and Family Integration," American Sociological Review, 1954, Vol. 19, pp. 29-37.
01936
- Wilkening, Eugene A.
"Consensus in Role Definition of County Extension Agents Between Agenst and Local Sponsoring Committee Members," Rural Sociology, 1958, Vol. 23, pp. 184-197.
03052 CA
- Wilkening, E. A.
"The County Extension Agent in Wisconsin," Wisconsin Agricultural Experiment Station Bulletin No. 263, 1957.
03053
- Wilkening, E. A.
"Informal Leaders and Innovators in Farm Practices," Rural Sociology, Sept. 1953, Vol. 17, pp. 272-275.
00849
- Wilkening, Eugene A.
"An Introductory Note on the Social Aspects of Practice Adoption," Rural Sociology, 1958, Vol. 23, pp. 97-102.
01652
- Wilkening, Eugene A.
"Joint Decision-Making in Farm Families as a Function of Status and Role," American Sociological Review, 1958, Vol. 23, pp. 187-192.
05384
- Wilkening, Eugene A.
"Roles of Communicating Agents in Technological Change in Agriculture," Social Forces, 1956, Vol. 34, pp. 361-367.
05385
- Wilkening, Eugene A.
"Social Isolation and Response of Farmers to Agricultural Programs," American Sociological Review, 1951, Vol. 16, pp. 836-837.
01932
- Wilkening, Eugene A.
"A Sociopsychological Approach to the Study of the Acceptance of Innovations in Farming," Rural Sociology, Dec. 1950, Vol. 15, pp. 352-364.
01550
- Wilkening, E. A.
"Some Perspectives on Change in Rural Societies," Rural Sociology, 1964, Vol. 29, pp. 1-17.
01392 AA
- Wilkening, Eugene A.
"Sources of Information for Improved Farm Practices," Rural Sociology, 1950, Vol. 15, pp. 19-30.
01930
- Wilkening, Eugene A., et.al.
"Communication and Acceptance of Recommended Farm Practices Among Dairy Farmers of Northern Victoria," Rural Sociology, 1962, Vol. 27, pp. 116-197.
01925
- Wilkening, Eugene A., et.al.
"How Farmers Adopt New Practices," Rural Research in Csiro, 1963, Vol. 42, pp. 2-7.
01924
- Wilkening, Eugene A., et.al.
"Use and Role of Information Sources among Dairy Farmers of Northern Victoria," Paper Presented at the Rural Sociological Society, University Park, Pennsylvania, 1960.
01929
- Wilkening, Eugene A. and Antopolo, Frank A.
"The Diffusion of Improved Farm Practices from Unit Test-Demonstration Farms in the Tennessee Valley Counties of North Carolina," Raleigh: North Carolina Agricultural Experiment Station Mimeo Bulletin, 1952.
01923 AA
- Wilkening, E. A. and Johnson, Donald
"A Case Study in Decision-Making Among a Farm Owner Sample in Wisconsin," Paper Presented at the Sociological Society, Pullman, Washington, 1958.
01928
- Wilkening, Eugene A. and Johnson, Donald
"Goals in Farm Decision-Making as Related to Practice Adoption, Madison: Wisconsin Agricultural Experiment Station Research Bulletin No. 225, 1961.
01927
- Wilkening, E. A. and Johnson, D. E.
"Why Farmers Quit Doing Things," Better Farming Methods, 1960 Vol. 32, pp. 22-25.
01926
- Wilkie, Raymond A.
"Garden Springs Elementary School: A Case Study of Educational Innovation," Miller, R. I. (ed.), Perspectives in Educational Change, New York: Appleton-Century-Crofts, 1966.
00868

- Willax, Paul Q.
"A 'Date Bank' for Buffalo?" Buffalo, March 1965, Vol. 40, pp. 29-31.
02341
- Willenberg, E. P.
"Regional Planning for the Preparation of Teachers for Hamdicapped Children in the Western States," Exceptional Children, Feb. 1960, Vol. 26, pp. 322-326.
-02732
- Willener, Alfred
"Payment Systems in the French Steel and Iron Mining Industry: An Exploration in Managerial Resistance to Change," in Zollzchan, G. and Hirsch, W. (eds.), Explorations in Social Change, Boston: Houghton Mifflin, Co., 1964, pp. 593-618.
05399
- William, D. C.; Paul, J. and Ogilvie, J. C.
"Mass Media, Learning and Retention," Canadian Journal of Psychology, 1957, Vol. 11, pp. 157-163.
01276
- Williams, Douglas
"When You've Got an Idea...Don't Keep Your Boss in the Dark," Supervisory Management, May 1961, Vol. 6, pp. 18-23.
00535 CA
- Williams, Frederick
"A Factor Analysis of Judgements of Radio Newscasters," Journal of Broadcasting, Spring 1963, Vol. 7, pp. 135-143.
-03782
- Williams, F. and Sundene, B.
"A Field Study in Effects of a Public Relations Speech," Journal of Communications, 1965, Vol. 15, No. 3, pp. 161-170.
-00534
- Williams, Herbert H. and Williams, Judith R.
"The Extended Family as a Vehicle of Cultural Change," Human Organization, Spring, 1965, Vol. 24, pp. 59-64.
01381
- Williams, J. G.
Radio in Fundamental Education in Undeveloped Areas, Paris: UNESCO, 1950.
01975
- Williams, T. R.
"The Study of Change as a Concept in Cultural Anthropology," Theory Into Practice, Feb. 1966, Vol. 5, No. 1, pp. 13-19.
03446
- Williamson, John W.
"A New Direction in the Continuing Education of Physicians," Continuing Education for The Practicing Physician, Beverly Hospital Research Foundation, Dec. 1964, pp. 10-14.
06158 CA
- Williamson, M. A.
"European Activities in Organization and Administration of Research and Development," Research and Development, July 1963, Vol. 14, pp. 17-19.
02163
- Williamson, O. E.
"Innovation and Market Structure," Journal of Political Economy, Feb. 1965, Vol. 73, pp. 67-73.
00829
- Williamson, Stanley E.
"A National Curriculum in Science?" Theory Into Practice, Dec. 1962, Vol. 1, No. 5, pp. 245-252.
03393
- Willower, Donald J.
"Barriers to Change in Educational Organizations," Theory into Practice, Dec. 1963, Vol. 2, No. 5, pp. 257-263.
00637 CA
- Willner, Dorothy
"Politics and Change in Israel: The Case of Land Settlement," Human Organization, Spring 1965, Vol. 24, pp. 65-72.
-01082
- Wilson, C. W. M. and others
"Influences of Different Sources of Therapeutic Information on Prescribing by General Practitioners," British Medical Journal, Sept. 7, 1963, Vol. 2, pp. 599-604.
00767
- Wilson, C. W. M. and others
"Pattern of Prescribing in General Practice," British Medical Journal, Sept. 7, 1963, Vol. 2, pp. 604-607.
00743
- Wilson, Elmo C.
"The Application of Social Research Findings," Studies in the Utilization of Behavioral Science, Vol. I, Stanford: Stanford University, Institute for Communication Research, 1961, pp. 47-58.
06126 CLS
- Wilson, Frank T.
"The Motivation of the Gifted and Teacher Education," Journal of Teacher Education, June 1961, Vol. 12, pp. 179-184.
-03399

- Wilson, Harold Edwin
Communication in Administrative Organizations
Ph.D. Thesis, Ohio State University, 1964,
225 pp.
06901
- Wilson, James Q.
"Necessity Versus the Devil," Hill, Walter A.
and Egan, Douglas, (eds.) Readings in Organ-
ization Theory, A Behavioral Approach, Boston
Allyn and Bacon, Inc. 1966, pp. 492-494.
00657
- Wilson, James Q.
"An Overview of Theories of Planned Change,"
in Morris, R. (ed.) Centrally Planned Change:
Prospects and Concepts, New York: NASW, 1964,
pp. 12-40.
06542
- Wilson, L.
"Current Changes in Education: Cooperation,
Coordination and Planning," North Central
Association Quarterly, Spring 1965, Vol. 39,
pp. 313.
13924
- Wilson, M. C.
Distribution of Bulletins and Their Use by
Farmers, Washington, D.C.: United States
Department of Agriculture, Federal Extension
Service No. 78, 1928.
01922
- Wilson, M. L.
"The Communication and Utilization of the
Results of Agricultural Research by American
Farmers: A Case History, 1900-1950," Studies
in the Utilization of Behavioral Science,
Vol. I, Stanford: Stanford University, Insti-
tute for Communication Research, 1961, pp. 75-
111.
06128 CLS
- Wilson, Meredith C.
Influence of Bulletins, News Stories, and
Circular Letters Upon Farm Practice Adoption
with Particular Reference to Methods of Bul-
letin Distribution, Washington, D.C.: United
States Department of Agriculture, Federal Ex-
tension Service Circular, No. 495, 1927.
01921 AA
- Wilson, Meredith C. and Gallup, Gladys
Extension Teaching Methods and Other Factors
that Influence Adoption of Agricultural and
Home Economics Practices, Washington, D.C.:
United States Department of Agriculture, Fed-
eral Extension Service, 1955.
01920
- Wilson, M. C. and Trotter, Ide P.
Results of Legume Extension in Three Southeast
Missouri Counties Representing Three States
of Development of a State-Side Legume Program,
Washington, D.C.: United States Department of
Agriculture, Federal Extension Service Circu-
lar No. 188, 1933.
01919
- Wilson, Thomas
"Science and Industry," Lloyd's Bank Review,
Oct. 1957, pp. 34-45.
03319
- Wilson, Walter Gerald
An Analysis of Changes in the Organizational
Climates of Schools, Master's Thesis, Univer-
sity of Alberta, 1966.
06902
- Windham, G. O.
"Community Attitudes Toward Alcohol Education,"
Southeastern School of Alcoholism, 4th, Pro-
ceedings.
03252
- Windham, Gerald O. et.al.
"Attitudes Toward a New Hill-Burton Hospital
in a Northeast Mississippi County," Mississippi
Experiment Station Bulletin 16, Feb. 1961, 15
pp.
03373 SA
- Windham, Gerald O. and Loftin, Marion T.
"Factors Associated With Public Acceptance of
a New Hill-Burton Hospital," Rural Sociology,
Dec. 1961, Vol. 26, No. 4, pp. 418-422.
02843 SA
- Winick, Charles
"The Diffusion of An Innovation Among Physi-
cians in a Large City," Sociometry, 1961, Vol.
24, pp. 384-396.
03260
- Winick, Charles
"Tendency Systems and the Effects of a Movie
Dealing with A Social Problem," Journal of
General Psychology, 1963, Vol. 68, No. 2, pp.
289-305.
01974
- Winnetka Research Service
"What the E.E.M.T. Physician Reads," March
1960.
00707
- Winslow, Anne
"The Technical Assistance Expert," Hambidge,
Gove (ed.) Dynamics of Development: An Inter-
national Development Reader, New York: Praeger
1964, Chap. 15.
01201

- Winston, S.
"Birth Control and the Sex Ratio at Birth,"
American Journal of Sociology, 1932, Vol. 38,
pp. 225-231.
07018
- Winthrop, Henry
"Experimental Results in Relation to a Math-
ematical Theory of Behavioral Diffusion,"
Journal of Social Psychology, Feb. 1958, Vol.
47, pp. 85-99.
01617 CA
- Winthrop, Henry
"The Narrowing Sphere of Consumer Decision,"
Journal of Human Relations, Winter-Spring
1962, Vol. 10, No. 2-3, pp. 181-196.
02818
- Winthrop, H. and Taylor, H.
"An Inquiry Concerning the Prevalence of Pop-
ular Misconceptions Relating to Mental Defi-
ciency," American Journal of Mental Deficiency
1957, Vol. 62, pp. 344-348.
03164
- Wirapradja, Adang
"Factors Associated with Education in Low
Income Areas," M.S. Thesis, Raleigh: North
Carolina University, 1965.
01917
- Wisconsin Agricultural Experiment Station
"Education for Technical Change Among Wiscon-
sin Farmers," Research Bulletin, Madison,
Wisconsin: Aug. 1959, No. 214, 22 pp.
02579
- Wisconsin Agricultural Experiment Station
"Functions of the County Extension Director
in the Cooperative Extension Service," Re-
search Bulletin, Feb. 1965, No. 225, 32 pp.
02274
- Wishik, S. M. et.al.
"Attitudes and Reactions of the Public to
Health Programs," American Journal of Public
Health, 1958, Vol. 48, pp. 139-152.
05386
- Wissel, J. W. and Hall, S. H.
"Human Engineering Research: Who should do it
and Why?" American Psychologist, 1957, Vol.
12, pp. 92-94.
03942
- Withey, Stephen B.
"Public Opinion About Science and Scientists,"
Public Opinion Quarterly, Fall 1959, Vol. 23,
No. 3, pp. 382-388.
03441
- Withey, Stephen B. et.al.
"The Use of Social Research in a Community
Education Programme," Educational Clearing
House, UNESCO, 1955, pp. 224.
05387
- Wittington, G. A.
"Leadership Pinch in Organized Innovation,"
Research and Development, Oct. 1965, Vol. 16,
pp. 58-61.
02170
- Wittlin, Alma S.
"The Teacher," Daedalus, Fall 1963, Vol. 92,
No. 4, p. 745.
07067
- Wittson, Cecil L. and Strough, LaVerne et.al.
"Psychiatric Problems and Preferences for In-
struction," Journal of the American Medical
Association, Nov. 29, 1958, Vol. 168, pp. 1747-
1750.
00706
- Witty, Paul
"Some Results of Eight Yearly Studies of Tele-
vision," School and Society, 1958, Vol. 86,
pp. 287-289.
01658
- Wofford, Harris
"The Future of the Peace Corps," Annals of the
American Academy of Political and Social Sci-
ence, May 1966, 365:129-46.
06474
- Wohl, R.
"Some Observations on the Social Organization
of Interdisciplinary Social Science Research,"
Social Forces, May 1955, Vol. 33, No. 4, pp.
374-383.
01222
- Wohlstetter, A.
"Technology, Prediction and Disorder," Vander-
bilt Law Review, Dec. 1963, Vol. 17, p. 1.
00544
- Wolf, Karl W. and Others
"Can New Space and Scientific Technology Be
Applied to Basic Community Problems of Water
Supply, Air Pollution, Public Health, and
Safety, and Sanitation?" Conference on Space,
Science and Urban Life, Washington, D.C.:
National Aeronautics and Space Administration,
Office of Scientific and Technical Information,
1963, pp. 73-82.
05388
- Wolf, Stewart Jr.
"The Physician's Continuing Education," Selec-
ted Papers from the Annual Meeting of the Hos-
pital Directors of Medical Education, February
3, 1962, Vol. 2, pp. 14-16.
06152 CA

- Wolf, William C.
On Diffusing and Utilizing Knowledge, book
Published Winter 1969.
06609
- Wolf, William C. and Fiorino, A. John
A Study of the Effectiveness of Selected
Education Diffusion Vehicles, book published
1969.
06608
- Wolfe, D. L.
Conflicts in Academic Commitments to Organi-
zational Change: A Study in the Sociology of
Education, Ph.D. Thesis, University of Oregon
1960.
02605 DA
- Wolfe, M.
Planning of Education in Relation to Socio-
Economic Development, Santiago, Chile: Confer-
ence on Education and Economics and Social
Development in Latin America, UNESCO, Organi-
zation of American States and UN Economic
Commission for Latin America, 1962.
01666
- Wolfensberger, W.
"Administrative Obstacles to Behavioral Re-
search as perceived by Administrators and Re-
search Psychologists," Mental Retardation,
1965, Vol. 3, No. 6, pp. 7-12.
03259 AA
- Wolff, Robert J.
"Modern Medicine and Traditional Culture: Con-
frontation on the Malay Peninsula," Human
Organization, Winter 1965, Vol. 24, pp. 339-
345.
00533 CA
- Wolinsky, Gloria F.
"Theoretical and Practical Aspects of Teacher
Education Program For Teachers of the 'Train-
able Child,'" American Journal of Mental De-
ficiency, May 1959, Vol. 63, pp. 948-953.
00578
- Wolpert, Julian
"A Regional Simulation Model of Information
Diffusion," Public Opinion Quarterly, Winter
1966-67, Vol. 30, No. 4, pp. 597-608.
13373
- Wood, Donald J.
"How to Develop and Maintain Effective Commu-
nication With Employees," Greater Boston Busi-
ness, Nov. 1958, Vol. 49, pp. 22-23.
02567
- Wood, Glynn L.
"A Scientific Convention as a Source of Popu-
lar Information," Katz, Elihu, et.al. (eds.)
Studies of Innovation and Of Communication to
the Public, Stanford, Calif.: Institute for
Communication Research, 1962, pp. 227-243.
03897 CA
- Wood, James R. and Zald, Mayer N.
"Aspects of Racial Integration in the Metho-
dist Church: Sources of Resistance to Organi-
zational Policy," Social Forces, 1966, 45:255-
265.
-06475
- Wood, John
"Can Social Scientists be Forward Planners?"
New Society, April 15, 1965, Vol. 5, No. 133,
pp. 12-14.
02934
- Woodrow, E. G.
"Vicos Revolution: A Study in Induced Cultural
Change," Canadian Geographical Journal, Aug.
1965, Vol. 71, pp. 56-63.
00532
- Woods, Donald H.
"Improving Estimates that Involve Uncertainty,"
Harvard Business Review, July-Aug. 1966, pp.
91-98.
02598
- Woods, Thomas E.
The Administration of Educational Innovation,
Eugene: University of Oregon, Bureau of Edu-
cational Research, School of Education, May
1967, 61 pp.
06726
- Woods, W. A.
"Psychological Dimensions of Consumer Decision,"
Journal of Marketing, 1960, Vol. 24, No. 3,
pp. 15-19.
03146
- Woodward, John C.
"The Effect of Immediate Feedback on Learning
in Social Science," (Abstract) AV Communica-
tion Review, 1965, Vol. 13, pp. 227.
06687
- Woodward, John C.
"The Use of Television in Teacher Education,"
Journal of Teacher Education, March 1964, Vol.
15, pp. 56-60.
03865

- Woolsey, Frank M., Jr.
 "Postgraduate Medical Education: A New Method of Presentation," Health News, Dec. 1956, Vol. 33, No. 12, pp. 4-8 & 19.
 00744
- Woolsey, Frank M., Jr.
 "Two Years of Experience with Two-Way Radio Conferences for Postgraduate Medical Education," Journal of Medical Education, June 1958, Vol. 33, pp. 474-482.
 00746 CA
- World Health Organization
 "Psychiatry and the Treatment of Delinquency," Chronicle of the World Health Organization, 1958, Vol. 12, pp. 329-334.
 01327
- World Health Organization
 "The Role of Public Health Officers and General Practitioners in Mental Health Care," World Health Organization Technical Reports Series, No. 235, 1962, 54 pp.
 01973 CA
- World Health Organization
 "Social Psychiatry and Community Attitudes," Geneva: World Health Organization, Technical Report Series, No. 177, 1959.
 06017 CA
- Worth, J. C.
 "Organizational Structure and Employee Morale," American Sociological Review, 1950, Vol. 15, pp. 169-179.
 01750
- Wright, C. R.
 "Evaluating Mass Media Campaigns," International Social Science Bulletin, 1955, Vol. 7, pp. 417-430.
 00531
- Wright, John C.
 "Curiosity and Opportunism," Hill, Walter A. and Egan, Douglas (eds.) Readings in Organizational Theory: A Behavioral Approach, Boston: Allyn and Bacon, Inc., 1966, pp. 497-498.
 00655
- Wright, P. H.
 "Attitude Change Under Direct & Indirect Interpersonal Influence," Human Relations, May 1966, Vol. 19, pp. 199-211.
 -00530
- Wright, Philip
 "Technology Transfer and Utilization, Active Promotion or Passive Dissemination?" Research/Development, Sept. 1966, Vol. 9, pp. 34-7.
 06903
- Wright, Philip
 "A Study Contract to Develop Dissemination Procedures for Use With the Industrial Applications Program," Office of Industrial Applications, College Park, Maryland: University of Maryland, June 1965.
 06199
- Wuest, F. J.
 "Studies in the Methodology of Measuring Information Requirements and the Use Patterns," "Questionnaire" Center for Information Sciences, Lehigh University, Bethlehem, Pennsylvania: Report, May 1965, No. 1, Appendix March 1965.
 01245
- Wyatt, F.
 "Climate of Opinion and Methods of Readjustment," American Psychologist, 1956, Vol. 11, pp. 537-542.
 03949 PA
- Wyon, John B. and Gordon, John E.
 "A Long Term Prospective Type Field Study of Population Dynamics in the Punjab, India," Kiser, Clyde V. (ed.) Research in Family Planning, 1962.
 01914
- Wylie, H. L.; Gluck, M. R. and Legasse, A. A.
 "Feedback for Planning," Journal of the American Academy of Child Psychiatry.
 05389
- X**
- Xoomsai, M. L. Too, and Ratamangkala, P.
A Survey of Results of Using School Broadcast as a Teaching Method, Bangkok: Department of Educational Research, College of Education, 1960.
 05391
- Y**
- Yacoub, Alah M.
 "Sociological Analysis of Factors Related to the Adoption of Recommended Farm Practices among Michigan Apple Growers," M. A. Thesis, East Lansing: Michigan State University, 1963.
 01913
- Yang, Jae Mo and et.al.
 "Fertility and Family Planning in Rural Korea," Population Studies, 1965, Vol. 18, pp. 237-250.
 01912
- Yarrow, Leon J. and Yarrow, Marion Radke
 "Leadership and Interpersonal Change," Journal of Social Issues, 1958, Vol. 14, No. 1, pp. 47-59.
 -01642

- Yeracaris, Constantine A.
 "The Acceptance of the Polio Vaccine: An Hypothesis," American Catholic Sociological Review, 1961, Vol. 22, No. 4, pp. 299-305.
 02930 CA
- Yeracaris, Conatantine A.
 "Social Factors Associated with the Acceptance of Medical Innovations: A Pilot Study," Journal of Health and Human Behavior, Fall 1962, Vol. 3, No. 3, pp. 193-197.
 02808 CA
- Yoder, Amos
 "Lessons of the G. I. Bill," Phi Delta Kappa, April 1963, Vol. 44, pp. 342-345.
 02744
- Volles, Stanley E.
 "The Role of the Psychologist in Comprehensive Community Mental Health Centers: The National Institute of Mental Health View," American Psychologist, 1966, Vol. 21, No. 1, pp. 37-41.
 03193 CA
- Youmans, E. Grant
 "Parental Reactions to Communications on the 1954 Polio Vaccine Tests," Rural Sociology, 1958, Vol. 23, No. 4, pp. 377-384.
 02868 AA
- Youmans, John B.
 "Experience with a Postgraduate Course for Practitioners: Evaluation of Results," Journal of Medical Education, May 1935, Vol. 10, pp. 154-173.
 00747 CA
- Young, Donald R.
 "Behavioral Science Application in the Professions," Berelson, Bernard (ed.), The Behavioral Sciences Today, New York: Basic Books, 1963, pp. 222-233.
 03428 SA
- Young, Donald
 "Sociology and the Practicing Professions," American Sociological Review, Dec. 1955, Vol. 20, No. 6, pp. 641-648.
 01223 SA
- Young, Earl C.
 "An Analysis of Selected Strategies for Organizing Research and Development in Developing Countries with Reference to Policy and Planning Techniques, International Relations, Manpower and Training and Information Requirements," M.S. Thesis, Department of Industrial Engineering and Management Sciences, Northwestern University, January 1966.
 01599
- Young, Eleanor C.
 "The Effect of Intensive Reading Upon Attitude Change," French Review, May 1963, Vol. 36, pp. 629-632.
 03861
- Young, James N.
The Influence of Neighborhood Norms on the Diffusion of Recommended Farm Practices, Ph.D. Thesis, Lexington, University of Kentucky, 1959.
 01909
- Young, James N. and Coleman, A. Lee
 "Neighborhood Norms and the Adoption of Farm Practices," Rural Sociology, 1959, Vol. 24, pp. 372-380.
 01393
- Young, James N. and Marsh, C. Paul
The Adoption of Recommended Farm Practices and Sources of Farmer Information, Lexington, Kentucky Agricultural Experiment Station Progress Report, No. 40, 1956.
 01908
- Young, J. N. and Mayo, S. C.
 "Manifest and Latent Participators in a Rural Community Action Program," Social Forces, Dec. 1959, Vol. 38, pp. 140-145.
 03748
- Young, Ruth
 "Observations on Adoption Studies Reported in June 1958, Issue," Rural Sociology, Sept. 1959, Vol. 24, No. 3, pp. 272-274.
 02883 CA
- Yu, V. Lezhnev
 "Organizational Principles in Network of Scientific Information Institutions in Member Nations of Council for Economic Mutual Assistance," Springfield, Va.: U.S. Department of Commerce, Joint Publications Research Series, Clearing House, June 23, 1965.
 02378
- Yudelman, Montague and Curie, Adam
 "The Goals of Education in Underdeveloped Countries," Harris, Seymour, et.al., Challenge and Change in American Education, Berkeley, California: McCutcheon Pub. 1965.
 00600
- Z**
- Zagona, S. and Harter, M. R.
 "Credibility of Source and Recipient's Attitude: Factors in the Perception and Retention of Information on Smoking Behavior," Perceptual and Motor Skills, 1966, Vol. 23, No. 1, pp. 155-168.
 00527 PA

- Zajonc, Robert B.
 "The Effects of Feedback and Probability of Group Success on Individual and Group Performance," Human Relations, 1962, Vol. 15, pp. 149-161.
 -06305
- Zajonc, Robert B.
 "Process of Cognitive Tuning in Communication," Journal of Abnormal and Social Psychology, 1960, Vol. 61, pp. 159-167.
 -06275
- Zald, M. N. and Ash, R.
 "Social Movement Organizations: Growth, Decay, and Change," Social Forces, March 1966, Vol. 44, pp. 327-341.
 06904
- Zaleznik, Abraham and Jardim, Anne
 "Management," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 193-233.
 06688
- Zamchick, David (ed.)
 "Problems in Paperback Publishing," English Journal, 1958, Vol. 47, pp. 562-565.
 -02616
- Zand, Dale E., Miles, Matthew B. and Lytle, Wm. O., Jr.
 "Organizational Improvement through Use of a Temporary Problem Solving System," in Zand, Dale E. and Buchanan, P. C. (eds.) Organizational Development: Theory into Practice, 1964, 80 pp.
 02846 CA
- Zander, A.; Cohen, A. and Statland, E.
 "Power and the Relations Among Professions," in Cartwright, A. (ed.), Studies in Social Power, Ann Arbor, Michigan: University of Michigan, 1959, pp. 15-34.
 07114 CLS
- Zaner, T.
 "Programmed Instruction and its use in the Public Service," Public Personnel Review, 1966, Vol. 27, No. 2, pp. 133-135.
 03235
- Zeisel, Hans
 "The Law," in Lazarsfeld, Paul F., Sewell, William H. and Wilensky, Harold L., (eds.) The Uses of Sociology, New York: Basic Books, 1967, pp. 81-99.
 06689
- Zeisel, Hans
 "New York Expert Testimony Project: Some Reflections on Legal Experiments," Stanford Law Review, July 1956, Vol. 8, pp. 730-748.
 02982 CA
- Zetterberg, Hans L.
Social Theory and Social Practice, New York: The Bedminster Press, 1962, 190 pp.
 00526 CA
- Zetti, Herbert
 "Toward a Classification of Television Feedback," Audiovisual Instruction, 1967, Vol. 12, pp. 934-936.
 06690
- Zimmerman, G. E.
 "Films as a Teaching Tool for Child Behavior and Development," Child Study Center Bulletin, 1966, Vol. 2, No. 4, pp. 85-86.
 03258
- Zinberg, Norman E.
 "Psychiatry: A Professional Dilemma," Daedalus, Fall 1963, Vol. 92, No. 4, p. 808
 07070
- Zink, Lee B.
 "Technology Utilization in a Non-Urban Region," Research/Development, Sept. 1966, Vol. 9, pp. 41-3.
 06905
- Zinzarella, Reno M.
A Study of the National Defense Education Act of 1958 in School Programs of Public School Districts of New Jersey, Ph.D. Thesis, Rutgers 1964, 187 pp.
 06906
- Znaniecki, Florian
 "The Social Role of the Man of Knowledge," New York: Columbia University Press, 1940.
 06033
- Zubin, J. and Burdock, E. I.
 "The Revolution in Psychopathology and its implications for Public Health," Acta Psychiatrica Scandinavica, 1965, Vol. 41, No. 3, pp. 348-359.
 03249
- Zucker, H. D. et.al.
 "The Impact of Mental Health Films of In-Patient Psychotherapy," Psychiatric Quarterly, 1960, Vol. 34, pp. 269-283.
 03141 CA
- Zuckerman, Harriet
 "Nobel Laureates in Science: Patterns of Productivity, Collaboration and Authorship," American Sociological Review, 1967, Vol. 32, pp. 391-403.
 06610
- Zwerman, Paul J. and Prundeanu, Julian
 "Obstacles to soil Conservation," Journal of Soil and Water Conservation, 1956, Vol. 11, pp. 127-129.
 01907

VI. SUPPLEMENT

[Items entered after 1972--listed alphabetically]

A

- Abbott, Max G., and Eidell, Terry L.
"Administrative Implications of Curriculum Reform," Educational Technology, May, 1970, Vol. 10, pp. 62-64.
8291
- Adamek, R.J. and Dager, E.Z.
"Social Structure, Identification and Change in a Treatment-Oriented Institution," American Sociological Review, 1968, Vol. 33, No. 6, pp. 931-944.
8000
- Aiken, M. and Hage, J.
The Relationship between Organizational Factors and the Acceptance of New Rehabilitation Programs in Mental Retardation. Washington, D.C.: Social and Rehabilitation Service (Report of Project RD-1556-G), January 1, 1968.
8001
- Alderfer, C.P.
"Organizational Diagnosis from Initial Client Reactions to a Researcher," Human Organization, 1968, Vol. 27, pp. 260-265.
8002
- Allen, Thomas J.
Roles in Technical Communication Networks, Cambridge, Mass.: Alfred P. Sloan School of Management, MIT, December, 1969.
8003
- Allison, David
"The Civilian Technology Lag," International Science and Technology, December, 1963, No. 24, pp. 24-34.
8004
- American Psychological Association
Innovations in Scientific Communication in Psychology, Washington, D.C.: American Psychological Association's Project on Scientific Exchange in Psychology, Report 16, December, 1966.
8005
- Anderson, J.
"Giving and Receiving Feedback." In Dalton, G.W., Lawrence, P.R., and Greiner, L.E. (eds.), Organizational Change and Development. Homewood, Ill.: Irwin-Dorsey, 1970, pp. 339-346.
8006
- Annese, Louis E.
"The Principal as a Change Agent," The Clearing House, January, 1971, Vol. 45, pp. 273-277.
8292

- AOA Title IV Project Directors
Recommendations on Research and Demonstration Grant Procedures and on Research Communication and Utilization, Kansas City, Missouri: The Research Utilization Workshop in Aging, April 13-16, 1971.
8007
- Archibald, Kathleen
The Utilization of Social Research and Policy Analysis. Doctoral Dissertation, Washington University. Ann Arbor, Michigan: University Microfilms, No. 68-10, 771, 1968.
8008
- Argyris, C.
Intervention Theory and Method, Reading, Mass.: Addison-Wesley, 1970.
8009
- Arthur D. Little, Inc.
Transfer of Aerospace Technology in the United States - A Critical Review. Report to the Subcommittee of Enquiry into the Aircraft Industry, United Kingdom. Cambridge, Mass.: A.D. Little, Inc., July, 1966.
8010
- Ayres, Robert U.
"The Forces that Change Technology," Futurist, October, 1969, Vol. 3, pp. 132-133.
8239

B

- Baker, Gladys
The County Agent, Chicago: University of Chicago Press, 1939.
8011
- Barbichon, Guy
"The Diffusion of Scientific and Technical Knowledge," Journal of Social Issues, 1968, Vol. 24, pp. 5-12.
8012
- Barnes, L.B.
"Organizational Change and Field Experiment Methods," in Vroom, V.H. (ed.), Methods of Organizational Research, Pittsburgh, Penn.: University of Pittsburgh Press, 1967, pp. 57-111.
8013
- Becker, Marshall H.
"Sociometric Location and Innovativeness: Reformulation and Extension of the Diffusion Model," American Sociological Review, April, 1971, Vol. 35, No. 2, pp. 267-282.
8014 CLS

- Bell, Daniel
 "Twelve Modes of Prediction: A Preliminary Sorting of Approaches in the Social Sciences." In Bennis, W.G., Benne, K.D., and Chin, R. (eds.), The Planning of Change, Second Edition, New York: Holt, Rinehart and Winston, 1969, pp. 532-551.
 8015
- Benne, Kenneth D.
 "Democratic Ethics and Human Engineering." In Bennis, W.G., Benne, K.D., and Chin, R. (eds.), The Planning of Change: Readings in the Applied Behavioral Sciences, New York: Holt, Rinehart and Winston, 1962, pp. 141-152.
 8016
- Benne, Kenneth D.
 "Some Ethical Problems in Group and Organizational Consultation, Journal of Social Issues, 1965, Vol. 21, pp. 31-46.
 8358
- Benne, K.D. and Birnbaum, M.
 "Change Does Not Have to be Haphazard, School Review, 1960, Vol. 68, No. 3, pp. 283-293.
 8017
- Benne, K.D., Bennis, W.G., and Chin, R.
 "Planned Change in America." In Bennis, W.G., Benne, K.D. and Chin, R. (eds.), The Planning of Change, Second Edition, New York: Holt, Rinehart and Winston, 1969, pp. 28-31.
 8332
- Benne, K.D., Chin, R. and Bennis, W.G.
 "Science and Practice." In Bennis, W.G., Benne, K.D., and Chin, R. (eds.), The Planning of Change, Second Edition, New York: Holt, Rinehart and Winston, 1969, pp. 113-123.
 8018
- Bennett, Claude F.
 "Diffusion within Dynamic Population," Human Organization, Fall, 1969, Vol. 28, pp. 243-247.
 8240
- Bennis, Warren G.
Organization Development: Its Nature, Origins, and Perspectives, Reading, Mass.: Addison-Wesley, 1969.
 8019
- Bennis, W.G., and Schein, E.H.
 "Principles and Strategies in the Use of Laboratory Training for Improving Social Systems." In Bennis, W.G., Benne, K.D., and Chin, R. (eds.), The Planning of Change, Second Edition, New York: Holt, Rinehart and Winston, 1969, pp. 335-357.
 8020
- Berger, Peter
 "Utilization or Dispensation - Suggestions for the Government's Patent Procurement Program," Journal of the Patent Office Society, July, 1966, Vol. 48, No. 7, pp. 449-469.
 8021
- Berlin, Irving N.
 "Resistance to Change in Mental Health Professionals," American Journal of Orthopsychiatry, 1969, Vol. 39, pp. 109-115.
 8022
- Bernal, J.D.
The Transmission of Scientific Information: A User's Analysis. International Conference on Scientific Information, Washington, D.C.: National Academy of Sciences, Vol. 1, 1958.
 8023
- Betz, Robert
The Project Consultant: His Unique Role. Paper presented at the American Personnel and Guidance Association Convention, Las Vegas, Nevada, March 30-April 3, 1969.
 8293
- Billingsley, A.
 "Black Families and White Social Science," Journal of Social Issues, 1970, Vol. 26, pp. 127-142.
 8349
- Bishop, Leslee J.
 "The Change Models Need Rewriting," Educational Technology, January, 1968, Vol. 25, pp. 286-287.
 8252
- Blanton, L.H., Hull, W.L., and Russell, E.B.
Opinion Leadership and Communication Linkages Among Agricultural Educators. Final Report to Office of Education, National Center for Educational Research and Development, Dept. of Health, Education and Welfare (Grant No. OEG-3-7-000158-2037), Columbus, Ohio: Center for Vocational and Technical Education, Ohio State University, Sept., 1971.
 8333 CLS
- Blood, Jerome (ed.)
Utilizing R&D Pay-Products, New York: American Management Association, 1967.
 8024
- Bloom, B.S.
Taxonomy of Educational Objectives, Handbook I: Cognitive Domain, New York: Longmans, Green and Company, 1956.
 8025
- Bolman, L.
 "Laboratory Versus Lecture in Training Executives," Journal of Applied Behavioral Science, 1970, Vol. 6, No. 3, pp. 323-335.
 8026

- Bowers, David G.
Perspectives in Organizational Development,
(CRUSK Working Paper), Ann Arbor, Michigan:
Institute for Social Research, Center for
Research on Utilization of Scientific
Knowledge, University of Michigan, 1971.
8027
- Bowers, David G.
Three Studies in Change: An Account of Data
Based Organizational Development Activities
in Three Continuous Process Firms. Technical
Report to the Office of Naval Research, Ann
Arbor, Michigan: Institute for Social Re-
search, Center for Research on Utilization
of Scientific Knowledge, University of
Michigan, 1969.
8028
- Bowers, D.G. and Norman, R.
"Strategies for Changing an Organization,"
Innovation, 1969, Vol. 1, pp. 50-55.
8029
- Bright, James R.
"Evaluating Signals of Technological Change,"
Harvard Business Review, January-February,
1970, Vol. 48, pp. 62-70.
8268
- Bright, James R.
"Some Management Lessons from Technological
Innovation Research," Long Range Planning,
September, 1969, Vol. 2, pp. 36-41.
8253
- Brody, Eugene B.
"Preventive Planning and Strategies of
Intervention," American Behavioral Scientist,
September-October, 1969, Vol. 13, pp. 126-
132.
8269
- Brooks, Harvey
"Applied Science and Technological Progress,"
Science, 1967, Vol. 156, pp. 1706-1712.
8030
- Brooks, Harvey
The Government of Science, Cambridge, Mass.:
The MIT Press, 1968.
8031
- Brosin, H.W.
"Information Explosion-Information Retrieval,"
American Journal of Psychiatry, 1965, Vol. 22,
pp. 453-454.
8032
- Bross, I.D., et al.
"Feasibility of Automated Information
Systems in the User's Natural Language,"
American Scientist, 1969, Vol. 57, pp. 193-
205.
8033
- Burchinal, Lee G.
Articulation of Resources for Research
Utilization. Unpublished paper,
Washington, D.C.: U.S. Office of Education,
1967.
8034
- Burchinal, Lee G.
"OID Will Encourage Schools to Use Tested
Improvements," Nation's Schools, May, 1970,
Vol. 85, pp. 64-65.
8294
- Butts, D.P., and Raun, C.E.
"A Study of Teacher Change," Science Educa-
tion, February, 1969, Vol. 53, pp. 3-8.
8295
- Brady, E.L. and Branscomb, L.M.
"Information for a Changing Society,"
Science, 1972, Vol. 175, pp. 961-966.
8365
- C**
- Campbell, Donald T.
"Reforms as Experiments," American Psycho-
logist, 1969, Vol. 24, pp. 409-429.
8035
- Carrole, Jean
"A Note on Departmental Autonomy and
Innovation in Medical Schools," Journal
of Business, 1967, Vol. 40, pp. 531-534.
8036
- Carter, Launor F.
Research and Development: Its Application
to Urban Problems, Santa Monica, California:
System Development Corporation, SP-3190,
July, 1968.
8037
- Carter, Reginald K.
Clients' Resistance to Negative Findings
and the Latent Conservative Function of
Evaluation Studies, East Lansing, Michigan:
Michigan State University, 1970.
8038
- Center for Research in Scientific Communication
The Information-Dissemination Process
Associated with Journal Articles Published
by Heating, Refrigerating and Air-Condition-
ing Engineers. Report (JHU-CRSC-#19)
sponsored by the Research and Studies Section
of the Office of Science Information Service
of the National Science Foundation, NSF-GN-
514, Baltimore, Md.: Johns Hopkins Univer-
sity, April, 1971.
8039

- Center for Research in Scientific Communication
The Production, Dissemination, and Assimilation of Information Contained in Journal Articles in Geography. Report (JHU-CRSC-#18) sponsored by the Research and Studies Section of the Office of Science Information Service of the National Science Foundation, NSF-GN-514, Baltimore, Md.: Johns Hopkins University, March, 1971.
8040
- Center for Research in Scientific Communication
Production, Exchange, and Dissemination of Information in Journal Articles on Sociology. Report (JHU-CRSC-#17) sponsored by the Research and Studies Section of the Office of Science Information Service of the National Science Foundation, NSF-GN-514, Baltimore, Md.: Johns Hopkins University, January, 1971.
8041
- Center for Research on Utilization of Scientific Knowledge
Bibliography of CRUSK Staff Members, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1968.
8042
- Center for Research on Utilization of Scientific Knowledge
Publications, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1971.
8043
- Center for the Study of Instruction
Rational Planning in Curriculum and Instruction, National Education Association, 1967, 203 pp.
8044
- Chase, Francis S.
"Educational Research and Development: Promise or Mirage?" Journal of Research and Development in Education, Autumn, 1968.
8045
- Chase, Francis S.
The National Program of Educational Laboratories, Bureau of Research, Office of Education, U.S. Department of Health, Education, and Welfare. Washington, D.C.: U.S. Government Printing Office, 1969.
8270
- Chase, Francis S.
R&D As Applied to Educational Change Under Crisis Conditions. Paper presented to the Conference on a National Agenda for American Education, Washington, D.C., July, 1969.
8271
- Chase, Francis S.
"The R&D Institutional Base: What More is Needed?" Journal of Research and Development in Education, Summer, 1969, Vol. 2, pp. 19-28.
8296
- Cherns, Albert
"Social Research and Its Diffusion," Human Relations, June, 1969, Vol. 22, pp. 209-218.
8272
- Cherns, Albert
"The Use of the Social Sciences," Human Relations, November, 1968, Vol. 22, pp. 314-325.
8273
- Chesler, Mark
Bibliography and/or Reading List for Sociology 460, "Social Change," Ann Arbor, Michigan: Educational Change Team, University of Michigan, Winter, 1972.
8345
- Chesler, Mark
"Barriers to the Utilization of Scientific and Human Resources in Education," in Fisher and Smith (eds.), School in an Age of Crisis, New York: American Book Company.
8046
- Chesler, M. and Arnstein, F.
"The School Consultant: Change-Agent or Defender of the Status Quo," Integrated Education, July-August, 1970, pp. 19-24.
8047
- Chesler, M. and Lohman J.
"Changing Schools Through Student Advocacy," in Schmuck, R. and Miles, M. (eds.), Organization Development in Schools, Palo Alto, California: National Press, 1971.
8354
- Chesler, M., Jorgensen, C., and Erenberg, P.
Planning Educational Change: Integrating the Desegregated School, Vol. 3, Washington, D.C.: U.S. Government Printing Office, 1970.
8254
- Christie, S.G. and Scribner, J.D.
A Social System Analysis of Innovation in Sixteen School Districts. Paper presented at the Annual Meeting of the American Educational Research Association, Los Angeles, California, February, 1969.
8297
- Clark, Margaret F.
"Creating A New Role: The Research Utilization Specialist," Rehabilitation Record, November-December, 1969.
8048 CLS

Coddington, D.C. and Milliken, J.G.
"Future of Federal Contract Research Centers,"
Harvard Business Review, March-April, 1970,
Vol. 48, pp. 103-116.
8274

Coe, R.M. and Bernhill, E.A.
"Social Dimensions of Failure in Innovation,"
Human Organization, 1967, Vol. 26, pp. 149-
156.
8049

Cook, Desmond L.
The Pert Lectures: A Case Study in Knowledge
Dissemination and Utilization, Vol. II:
Participant Follow Up Study. Final Report
to U.S. Office of Education, Bureau of Re-
search, Contract No. OE-4-10-160, Columbus,
Ohio: School of Education, Ohio State
University, August, 1966.
8050 CA

Cook, D.L. and Damico, S.B.
Role Perceptions of Educational Administrators
and Researchers Relative to Implementation of
Research Findings. Paper prepared for the
Annual Meeting of the American Educational
Research Association, Los Angeles, California
February, 1969.
8298

Coombs, Philip H.
"Education's Greatest Need: A Vice President
in Charge of Heresy," Phi Delta Kappan,
March, 1960, Vol. 41, pp. 243-247.
8299

Coombs, Philip H.
"The Need for a New Strategy of Educational
Development," Comparative Education Review,
February, 1970, Vol. 14, pp. 75-89.
8275

Cottle, Thomas J.
"Strategy for Change," Saturday Review,
September 20, 1969, pp. 70-82.
8051

Crane, Diana
Invisible Colleges: Diffusion of Knowledge
in Scientific Communities, Chicago, Ill.:
University of Chicago Press, March, 1972.
8334

Criswell, John H.
"Research Utilization in Poverty Situations,"
Rehabilitation Record, March-April, 1969,
pp. 7-11.
8052

Cronbach, Lee J.
"The Role of the University in Improving
Education," Phi Delta Kappan, June, 1966,
Vol. 47, pp. 539-545.
8300

Cunningham, Luvern L.
"Educational Reform and the Principal,"
Bulletin of the National Association of
Secondary School Principals, November, 1970,
Vol. 54, pp. 1-23.
8301

D

Dauw, Dean C.
"Bridging the Creativity-Innovation Gap,"
The Journal of Creative Behavior, Spring,
1969, Vol. 3, pp. 84-89.
8302

Davidoff, P.
"Advocacy and Social Concern in Planning,"
Journal of the American Institute of Planners,
1965, Vol. 31, pp. 331-337.
8355

DeFleur, Melvin L.
"The Emergence and Functioning of Opinion
Leadership: Some Conditions of Informal
Influence Transmission." In Washburne, N.F.
(ed.), Decisions, Values and Groups, New
York: Macmillan, 1962, pp. 257-278.
8053

Delong, R.B.
"Timing is Important when Advocating Change,"
Journal of Environmental Health, November-
December, 1969, Vol. 32, pp. 301-303.
8303

Deuterman, Elizabeth
"Seeding Science-Based Industry," Federal
Reserve Bank of Philadelphia Business Review,
May, 1966, pp. 3-10.
8054

Doctors, Samuel I.
The Role of Federal Agencies in Technology
Transfer, Cambridge, Mass.: The MIT Press,
1969.
8055

Doctors, Samuel I.
"Technology Utilization: NERAC Service,"
Industry, November, 1966, Vol. 32, No. 11,
pp. 33, 89.
8056

Doctors, Samuel I.
"Transfer of Space Technology to the American
Consumer: The Effect of NASA's Patent Policy,"
Minnesota Law Review, March, 1968, Vol. 52,
No. 4, pp. 789-818.
8057

Dodson, Dan W.
"Student Power as a Means to Educational
Change," Integrated Education, November-
December, 1970, Vol. 7, pp. 32-38.
8304

Dufty, N.F.

"Innovation and Communication with the Environment: A Case Study," The Journal of Educational Administration, October, 1969, Vol. 7, pp. 145-159.
8305

Dumas, Neil S.

"On the Development of a Rehabilitation Information System: Some Practical Considerations," Journal of Rehabilitation, 1969, Vol. 35, pp. 22-24.
8058

Dumas, Neil S. (ed.)

Research Utilization and Dissemination: Proceedings of a Regional Conference. Gainesville, Florida: Regional Rehabilitation Research Institute, University of Florida, September, 1968.
8059

E

Eash, Maurice J.

"Bringing Research Findings into Classroom Practice," Elementary School Journal, 1968, Vol. 68, No. 8, pp. 410-418.
8060

Eberle, Robert F.

"Personnel Management for Change and Innovation in Education," Journal of Creative Behavior, Fall, 1969, Vol. 3, pp. 277-283.
8306

Egerton, John

"The Acid Test of the Regional Laboratories," Southern Education Report, January-February, 1969, Vol. 4, pp. 12-17.
8307

Eidell, T.L. and Kitchel, J.M. (eds.)

Knowledge Production and Utilization in Educational Administration. Eugene, Oregon: University Council for Educational Administration, and Center for the Advanced Study of Educational Administration, University of Oregon, 1968, 184 pp.
8061

Elden, J.M., Goldstone, R., and Brown, M.K.

"The University as an Organizational Frontier," in Schmidt, W.H. (ed.), Organizational Frontiers and Human Values, Belmont, California: Wadsworth, 1970, pp. 87-101.
8062

Elkinton, J.R.

"Too Much to Read," Annals of Internal Medicine, 1965, Vol. 63, pp. 721-723.
8063

Engel, J.F., Blackwell, R.D., and Kegerreis, R.J.

"How Information is Used to Adopt an Innovation," Journal of Advertising Research, 1969, Vol. 9, pp. 3-8.
8255

Engstrom, George A.

"Research Utilization: The Challenge of Applying SRS Research," Welfare in Review, September-October, 1970, Vol. 8, No. 5, pp. 1-7.
8064

Engstrom, George A.

Training Program for Research Utilization Specialists--Report on a Two-Day Conference, sponsored by the University of Florida under Training Grant from Division of Training, Rehabilitation Services Administration, SRS, Washington, D.C., April 12-13, 1968.
8065

Engstrom, George A.

"Where We Stand on Research Utilization," Rehabilitation Record, November-December, 1969, pp. 28-32.
8066

ERIC Clearinghouse on Vocational and Technical Education

The Change Process in Education, Bibliography Series #5, VT010395, Columbus, Ohio: ERIC Clearinghouse on Vocational and Technical Education, The Center for Vocational and Technical Education, Ohio State University.
8067

Etzioni, Amitai

"R&D" and the Nation's Social Problems. Paper presented at the Conference on a National Agenda for American Education, Washington, D.C., July, 1969.
8276

Etzioni, A. and Remp, R.

"Technological 'Shortcuts' to Social Change," Science, January, 1972, Vol. 175, pp. 31-38.
8338 CLS

F

Fabun, Don

The Dynamics of Change, Englewood Cliffs, New Jersey: Prentice-Hall, 1968.
8068

Farr, Richard S.

Knowledge Linkers and the Flow of Educational Information, Stanford, California: ERIC Clearinghouse on Educational Media and Technology, Stanford University, September, 1969
8308

Far West Laboratory for Educational Research and Development

The Educational Information Consultant: Skills in Disseminating Educational Information. A Project Report, Berkeley, California, July, 1971.
8342

Fathi, Asgar

"Marginality, Leadership and Directed Change," Human Organization, Summer, 1968, Vol. 27, pp. 143-146.
8309

Ferguson, C.K.

"Concerning the Nature of Human Systems and the Consultant's Role," Journal of Applied Behavioral Science, 1968, Vol. 4, No. 2, pp. 179-193.
8069

Festinger, Leon

"Behavioral Support for Opinion Change," Public Opinion Quarterly, 1964, Vol. 28, No. 3, pp. 404-417.
8070

Flocks, R.

"~~Strategies~~ for Radical Social Change," Social Policy, 1971, Vol. 1, No. 6, pp. 7-15.
8350

Flanagan, John C.

Administrative Behavior in Implementing Educational Innovations. Paper presented at the Annual Meeting of the American Educational Research Association, Chicago, Illinois, February, 1968.
8310

Flanders, Ned A.

"Sharing in Change," Educational Leadership, January, 1970, Vol. 27, pp. 327-330.
8256

Flight, David S.

"Regional Laboratories and Educational Research and Development," Administrator's Notebook, November, 1970, Vol. 19, pp. 1-4.
8277

Flinn, William L.

"Influence of Community Values on Innovativeness," American Journal of Sociology, May, 1970, Vol. 75, pp. 983-991.
8241

Flynn, John M.

"The Changing Role of the Teacher," Educational Technology, February, 1970, Vol. 10, pp. 3-6.
8312

Flynn, J.M. and Chadwick, C.B.

"A Study of Teacher Role Behaviors in an Innovative School," Educational Technology, February, 1970, Vol. 10, pp. 49-55.
8311

Foster, Richard N.

"Organize for Technology Transfer," Harvard Business Review, November-December, 1971, pp. 110-120.
8337 CLS

Franklin, J.

Organizational Development Bibliography, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, January, 1971.
8071

Freeman, M.E.

"Science Information Exchange," Military Medicine, 1968, Vol. 133, pp. 223-225.
8072

G

Gagne, Robert M.

"How Can Centers for Educational Research Influence School Practices," in Organization for Research and Development in Education. Proceedings for a Conference sponsored by the American Educational Research Association and Phi Delta Kappa, 1966, pp. 21-31.
8073

Gallagher, James J.

"A National Institute of Education: Promise and Problems," Educational Research, September, 1970, Vol. 21, pp. 1-4.
8278

Garvey, W.D. and Griffith, B.C.

"Communication in a Science: The System and Its Modification," in de Reuck, A. and Knight, J. (eds.), Communication in Science: Documentation and Automation. A Ciba Foundation volume. Boston: Little, Brown, 1967, pp. 16-36.
8074

Garvey, W.D. and Griffith, B.C.

"Scientific Communication: The Dissemination System in Psychology and a Theoretical Framework for Planning Innovations," American Psychologist, February, 1965, Vol. 20, No. 2.
8075

Garvey, W.D., Lin, N., and Nelson, C.E.

"Some Comparisons of Communication Activities in the Physical and Social Sciences," in Nelson, C. and Pollack, D. (eds.), Communication Among Scientists and Engineers, Lexington, Mass.: Heath Lexington Books, D.C. Heath and Company, 1970.
8076 CLS

- Gelfand, S. and Kelly, J.G.
"The Psychologist in Community Mental Health: Scientist and Professional,"
American Psychologist, 1960, Vol. 15,
 pp. 223-226.
 8077
- Gephart, William J.
Criteria for Methodological Adequacy for Research on Educational Change. Paper, Milwaukee, Wisconsin: University of Wisconsin, September, 1965.
 8078 CA
- Gergen, Kenneth J.
"Assessing the Leverage Points in the Process of Policy Formation," to appear in Bauer, R.A. and Gergen, K.J. (eds.), The Study of Policy Formation, Free Press of Glencoe.
 8079
- Gideonse, Hendrik D.
Educational Research and Development in the United States. Washington, D.C.: National Center for Educational Research and Development. U.S. Government Printing Office, 1970.
 8257
- Gill, P.P. and Bennis, W.G.
"Science and Management: Two Cultures?"
Journal of Applied Behavioral Science, 1968, Vol. 4, pp. 75-124.
 8080
- Gilpin, R. and Wright, C. (eds.)
Scientists and National Policy Making, New York: Columbia University Press, 1964.
 8081
- Glaser, Edward M.
Facilitating the Utilization of Validated Knowledge. Paper presented at meeting of American Orthopsychiatric Association, San Francisco, California, March, 1970.
 8082
- Glaser, Edward M.
"Organizational Arteriosclerosis: Its Diagnosis and Treatment," Advanced Management Journal, January, 1965, Vol. 30, No. 1.
 8083 CLS
- Glaser, E.M. and Marks, J.B.
"Putting Research to Work," Rehabilitation Record, 1966, Vol. 7, No. 6, pp. 6-10.
 8084
- Glaser, E.M. and Ross, H.L.
Increasing the Utilization of Applied Research Results. Final Report to National Institute of Mental Health, Grant No. 5 R12 MH09250-02, Los Angeles, California: Human Interaction Research Institute, 1971.
 8085
- Glaser, E.M. and Taylor, S.
Factors Influencing the Success of Applied Research. Final Report to the National Institute of Mental Health, Department of Health, Education, and Welfare, Contract No. 43-67-1365, January, 1969.
 8086
- Glaser, E.M. and Wrenn, C.G.
Putting Research Experimental and Demonstration Findings to Use, Washington, D.C.: Office of Manpower Policy, Evaluation and Research, U.S. Department of Labor, 1966.
 8087
- Glatthorn, A.A. and Bowman, T.R.
"Into Each Innovation Some Grief Must Fall,"
The Abington Conference '69" Strategies for Change, Abington, Pa.: Abington Learning Associates, 1969.
 8258
- Glines, Don E.
Implementing Different and Better Schools, Mankato, Minn.: Campus Publishers, Mankato State College, December, 1969.
 8259
- Goldin, G.J., Margolin, K.N., and Stotsky, B.A.
"The Utilization of Rehabilitation Research: Concepts, Principles, and Research,"
Northeastern Studies in Vocational Rehabilitation, 1969, No. 6.
 8088
- Goodlad, John I.
Educational Change: A Strategy for Study and Action, Melbourne, Florida: Institute for Development of Educational Activities, Inc. 1968.
 8279
- Goodlad, John I.
"The League of Cooperating Schools," A
Setting for Change - The League of Cooperating Schools. Melbourne, Florida: Institute for Development of Educational Activities, Inc., 1968.
 8280
- Goodwin, Leonard
"On Making Social Research Relevant to Public Policy and National Problem Solving,"
American Psychologist, May, 1971, Vol. 26, No. 5, pp. 431-442.
 8335
- Gouldner, A.
"Anti-Minotaur: The Myth of a Value-Free Sociology," Social Problems, 1962, Vol. 9, pp. 199-213.
 8357

- Griffis, Bertrum W.
"Research Utilization in the Social and Rehabilitation Service." In Dumas, Neil (ed.), Research Utilization and Dissemination: Proceedings of a Regional Conference, Gainesville, Florida: Regional Rehabilitation Research Institute, University of Florida, September, 1968.
8089
- Grobman, Hilda
"Change Processes in Biology Education," American Biology Teacher, December, 1968, Vol. 30, pp. 809-811.
8313
- Gross, Bertram
"Operation Basic: The Retrieval of Wasted Knowledge." In Dexter, L.A. and White, D.M. (eds.), People, Society and Mass Communication, New York: Free Press, 1964.
8090
- Gross, R. and Watt, R.
"Staff Involvement and Structural Change," Journal of Secondary Education, March, 1969, Vol. 44, pp. 112-115.
8260
- Gruber, W.H. and Marquis, D.G. (eds.)
Factors in the Transfer of Technology, Cambridge, Mass.: The MIT Press, 1969.
8091
- Guba, Egon G.
"Diffusion of Innovations," Educational Leadership, January, 1968, Vol. 25, No. 4, pp. 292-295.
8092
- Guskin, A. and Ross, R.
"Advocacy and Democracy," American Journal of Orthopsychiatry, 1971, Vol. 41, pp. 43-57.
8356

H

- Hagerstand, Torsten
Innovation as a Spatial Process, Chicago: University of Chicago Press, 1967.
8093
- Hagerstand, Torsten
"A Monte Carlo Approach to Diffusion," European Journal of Sociology, 1965, Vol. 6, pp. 43-67.
8094
- Hamilton, Normal K.
"Sensing and Timing in Change," Educational Leadership, January, 1970, Vol. 27, pp. 341-342.
8314

- Haney, Thomas R.
"Communication: Authority and Innovation," Catholic High School Quarterly, April, 1969, Vol. 27, pp. 13-16.
8315
- Hansen, D.N. and Harvey, W.L.
"Impact of CAI on Classroom Teachers," Educational Technology, February, 1970, Vol. 10, pp. 46-48.
8316
- Harary, F. and Havelock, R.
"Anatomy of a Communication Arc," London, England: Journal of Human Relations, Tavistock Publications in press 1972.
8095 CLS
- Harman, Willis W.
"Contemporary Social Forces and Alternative Futures," Journal of Research and Development in Education, Summer, 1969, Vol. 2, pp. 67-89.
8281
- Harmes, H.M.
"Improvement in Education: Criteria for Change," Educational Technology, November, 1970, Vol. 10, pp. 46-50.
8282
- Harrison, R. and Hopkins, R.
"The Design of Cross-Cultural Training: An Alternative to the University Model." In Bennis, W.G., Benne, K.D., and Chin, R. (eds.), The Planning of Change, Second Edition, New York: Holt, Rinehart and Winston, 1969, pp. 373-395.
8096
- Hartwig, Q. and Bendersky, D.
"Guidelines to the Application of Space Technology to Medicine," Research/Development, September, 1966, Vol. 17, No. 9, pp. 44-46.
8097
- Havelock, Ronald G.
The Change Agent's Guide to Innovation in Education. Englewood Cliffs, New York: Educational Technology, in press 1972.
8359
- Havelock, Ronald G.
The Concept of Linkage, Paper outline and diagrams, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1969.
8363
- Havelock, Ronald G.
"Dissemination and Translation Roles," in Eidell, T.L. and Kitchel, J.M. (eds.), Knowledge Production and Utilization in Educational Administration, Eugene, Oregon: Center for the Advanced Study of Educational Administration, University of Oregon, 1968, pp. 64-119.
8099

- Havelock, Ronald G.
Educational R&D for Practitioners. What? How? and When? Paper prepared for Symposium "The Differential Relevance of Research on Evaluation for Progress in Education," American Educational Research Association, Minneapolis, Minnesota, March, 1970.
8365
- Havelock, Ronald G.
"Experimental School Networks Theory and Reality," Journal of Secondary Education, April, 1971, Vol. 46, No. 4, pp. 179-187.
8100
- Havelock, Ronald G.
A Guide to Innovation in Education, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1970.
8102
- Havelock, Ronald G.
Helping is a Communication Process. Four page discussion paper. Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1971.
8361
- Havelock, Ronald G.
Innovations in Education: Strategies and Tactics. CRUSK Working Paper, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1971.
8103
- Havelock, Ronald G.
Monitoring Innovation Processes in Education. Project Proposal to the National Center for Educational Communication, U.S. Office of Education, Washington, D.C. Ann Arbor, Mich.: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, April, 1970.
8371
- Havelock, Ronald G., et al.
Planning for Innovation through Dissemination and Utilization of Knowledge, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, July, 1969 (Second Printing January, 1971).
8366
- Havelock, Ronald G.
Preparing Knowledge Linking Change Agents in Education: A Materials and Training Development Project. Final Report No. OEC-0-8-080603-4535(010) sponsored by U. S. Office of Education, National Center for Educational Communication, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, Oct. 1971.
8105
- Havelock, Ronald G.
Resource User Linkage and Social System Problem Solving. Paper outline and diagrams. Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1971.
8362
- Havelock, Ronald G.
Review of George Fairweather, "Methods for Experimental Social Innovation" Science. October, 1967.
8368
- Havelock, Ronald G.
The Role of Research Communities in National Problem Solving. Paper prepared for Conference on Psychology of Technical Communications sponsored by the Institute of Electrical and Electronics Engineers, Inc., New York, New York, February 14-17, 1972.
8360
- Havelock, Ronald G.
Training for Change Agents, Ann Arbor, Mich.: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1971.
8106
- Havelock, Ronald G.
A Training Model for Change Agents in State Education Agencies, Interim Report to U.S. Office of Education under Contract #OEC-0-8-080603-4535(010). Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, June 30, 1970.
8101
- Havelock, Ronald G.
Translating Theory into Practice, "Rehabilitation Record", November-December, 1969.
8107
- Havelock, Ronald G.
"The Utilisation of Educational Research and Development," British Journal of Educational Technology, May, 1971, Vol. 2, No. 2, pp. 84-98.
8108
- Havelock, Ronald G.
A Workbook of Checklists to Accompany A Guide to Innovation in Education, Ann Arbor, Mich.: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1971.
8109
- Havelock, R. and Benne, K.
"An Exploratory Study of Knowledge Utilization," in Bennis, W.G., Benne, K.D. and Chin, R. (eds.) The Planning of Change, Second Edition, New York: Holt, Rinehart and Winston, 1969. (Appears in Watson, G. (ed.) Concepts for Social Change, 1967.)
8369

- Havelock, R. and Lingwood, D.
Exploratory Case Studies of Inter-System Linkage and Research Utilization. Project Proposal submitted to Division of Program Utilization, Office of Manpower Policy, Manpower Administration, U.S. Department of Labor, Washington, D.C. Ann Arbor, Mich.: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, July, 1971. 8370
- Havelock, R. and Markowitz, E.
A National Problem-Solving System: Highway Safety Researchers and Decision Makers. Final Report to National Traffic Administration, U.S. Dept. of Transportation, Contract #FH-11-6900, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, May, 1971. 8104
- Hayman, M. and Peskin, R.
"Need of the Research-Oriented Psychiatrist for Information Retrieval," Diseases of the Nervous System, 1967, Vol. 28, pp. 798-803. 8110
- Hazard, William R.
School Administrators as Change Agents: A Role Dilemma. Paper presented at the Annual Meeting of the American Association of School Administrators, Atlantic City, New Jersey, February, 1969. 8317
- Hearn, Norman
"The Adoption Rate of Title III Innovations After the End of Federal Funding," Educational Technology, November, 1970, Vol. 10, pp. 43-45. 8283
- Hoehn, Lilburn P.
The Regional Educational Laboratories as Change Agents. (Doctoral dissertation, Michigan State University) Ann Arbor, Mich.: University Microfilms, #68-7902, 1967. 8111
- Hollis, Peter (ed.)
Comparative Theories in Social Change, Ann Arbor, Michigan: Ann Arbor Foundation for Research on Human Behavior, 1966, 374 pp. 8112
- Holman, Mary
"Government Research and Development Interventions-A New Resource?" Land Economics, August, 1965, Vol. 41, pp. 231-238. 8113
- Holmes, Brian
"Educational Change in Europe," Educational Leadership, January, 1970, Vol. 27, pp. 343-345. 8284
- Holmes, Douglas
"Bridging the Gap between Research and Practice in Social Work," Social Work Practice, 1967, pp. 95-108. 8114
- Holmes, R.D.
Implementation and Utilization of the Leader Preparation Program, Alexandria, Va.: Human Resources Research Office, Technical Report 67-8, June, 1967. 8115
- Horn, Irving (ed.)
The Rise and Fall of Project Camelot: Studies in the Relationship Between Social Science and Practical Politics. Cambridge, Mass.: The MIT Press, 1967. 8116
- Howe, Trevor G.
"Role of the Researcher in Dissemination," Journal of Industrial Teacher Education, 1968, Vol. 6, pp. 58-62. 8318
- Howes, Virgil M.
"A Strategy for Research and Change: The League of Cooperating Schools," A Setting for Change - The League of Cooperating Schools. Melbourne, Florida: Institute for Development of Educational Activities, Inc., 1968. 8285
- Howick, George, et al.
"R&D Inputs from Space Technology," Research/Development, September, 1966, Vol. 17, No. 9, pp. 18-46. 8117
- Huber, Janet C.
"The Technology of Knowledge Flow: One-Way and Two-Way Media, Processes, and Strategies," in Havelock, R., Planning for Innovation, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, July, 1969, to appear in Daniel, Evelyn H. and Reynolds, Michael M., Reader in Library and Information Services, Washington, D.C.: National Cash Register, Microcard Edition, in press 1972. 8098

I

Illinois Institute of Technology Research
Institute

Technology in Retrospect and Critical
Events in Science, Vols. 1 and 2, Chicago,
Ill.: Illinois Institute of Technology
Research, 1968.
8118

Institute for Communication Research
Case Studies in Bringing Behavioral Science
into Use, Studies in the Utilization of
Behavioral Science, Vol. 1, Stanford,
California, 1961.
8119

J

Jackson, J.M., Jensen, G.E. and Mann, F.C.
"Building a Hospital Organization for
Training Administrators," Hospital
Management, September, 1956.
8120

Jain, N.C. and Amend, E.
A Conceptual Framework for Studying Communi-
cation Patterns in Research Dissemination
and Utilization. Paper prepared for the
17th Annual NSSC Conference, Cleveland,
Ohio, April, 1969.
8121

Janowitz, Morris
"Alternative Models of Change for Inner-
City Schools," The Quality of Inequality:
Urban and Suburban Public Schools, Chicago,
Illinois: University of Chicago, 1968.
8261

Jensen, Mary E.
The Role of the Administrator in Facilitating
Innovation in Community Colleges. Los
Angeles: University of California at Los
Angeles, December, 1969.
8319

Jobin, D.
"The Problems of the Clinician in Applied
Research," Canada Journal of Occupational
Therapy, 1967, Vol. 34, pp. 16-21.
8122

Joint Liaison Committee of the Council of State
Administration of Vocational Rehabilitation and
the Rehabilitation Counselor Education
Studies in Rehabilitation Counselor Train-
ing, Vol. 5, Washington, D.C., 1967.
8123

Joly, Jean-Marie
"Research and Innovation: Two Solitudes?"
Canadian Education and Research Digest,
1967, Vol. 2, pp. 184-194.
8124

Jones, Garth N.
Planned Organizational Change: A Study in
Change Dynamics. London, England: Routledge
and Kegan Paul, Ltd., 1969.
8125

Jung, Charles
Educational Training Consultant Program and
the Education Trainer Program for the
Development of Two Roles to Help School Sys-
tem to Cope with Problems of Change. Paper
written for NTL and COPEd, Ann Arbor, Mich.:
Institute for Social Research, University
of Michigan, January, 1967.
8126 CA

Jung, C., Pino, R., and Emory, R.
RUPS: Research Utilization and Problem Solving,
Classroom Version, Leader's Manual. Portland,
Oregon: Northwest Regional Educational
Laboratory, 1970.
8341

K

Kahn, R. and Mann, F.
"Developing Research Relationships," Journal
of Social Issues, 1952, Vol. 8, No. 3,
pp. 4-10.
8127

Karenga, Maulana Ron
"The Black Community and the University: A
Community Organizer's Perspective," in
Robinson, A., Foster C. and Ogilire, D.,
Black Studies in the University, New York:
Bantam Books, 1969.
8348

Katz, Elihu, et al.
"Doctor-Patient Exchanges: A Diagnostic
Approach to Organizations and Professions,"
Human Relations, August, 1969, Vol. 22,
pp. 309-324.
8320

Keeley, Jean A.
"Criteria for Innovations," Educational
Leadership, 1968, Vol. 25, pp. 304-307.
8128

Keenan, Boyd (ed.)
Science and the University, New York: Columbia
University Press, 1966.
8129

Keil, Ellsworth C.

"A Structure for Innovation in Education,"
Educational Technology, October, 1969,
Vol. 9, pp. 35-40.
8262

Kelman, H.

A Time to Speak: On Human Values and Social
Research, San Francisco, California: Jorsey-
Bass, 1968.
8352

Klonglan, G.E. and Coward, E.W., Jr.

"The Concept of Symbolic Adoption: A
Suggested Interpretation," Rural Sociology,
1970, Vol. 35, No. 1, pp. 77-83.
8130

Klonglan, G.E., Yarbrough, P. and Lutz, G.M.

Diffusion of Fallout Shelter Innovations.
Ames, Iowa: Department of Sociology and
Anthropology, Iowa State University,
Rural Sociology Report 81, 1970.
8131

Kolb, D.A. and Boyatzis, R.E.

"On the Dynamics of the Helping Relationship,"
Journal of Applied Behavioral Science, 1970,
Vol. 6, No. 3, pp. 267-289.
8132

Kotre, J.N., Mann, F.C., Morris, W.C. and
Vanselow, N.

"The Medical Journal: Patterns of Use and
Evaluation," Michigan Medicine, 1971,
Vol. 70, No. 1, pp. 11-16.
8133

Kotre, J.N., Mann, F.C. and Vanselow, N.

"The Michigan Physician and Continuing
Education; Looking to the Future," Michigan
Medicine, 1971, Vol. 70, No. 10, pp. 397-401.
8134

Kotre, J.N., Mann, F.C. and Vanselow, N.

"The Michigan Physician: Education Through
Face-To-Face Contacts and Technical Media,"
Michigan-Medicine, 1971, Vol. 70, No. 6,
pp. 193-198.
8135

Kotre, J.N., Mann, F.C. and Vanselow, N.

"The Michigan Physician and His Continuing
Education: Summary and Conclusion,"
Michigan Medicine, 1971, Vol. 70, No. 13,
pp. 525-529.
8136

Kotre, J.N., Mann, F.C. and Vanselow, N.

"The Michigan Physician: His Use and Evalua-
tion of the Professional Meeting and the
Postgraduate Course," Michigan Medicine,
1971, Vol. 70, No. 4, pp. 111-117.
8137

L

Lakoff, Sanford (ed.)

Knowledge and Power: Essays on Science and
Government, New York: Free Press, 1966.
8138

Lapp, Ralph

The New Priesthood: The Scientific Elite and
the Uses of Power, New York: Harper & Row,
1965.
8139

Lawrence, P.R. and Lorsch, J.W.

Developing Organizations: Diagnosis and
Action, Reading, Mass.: Addison-Wesley, 1969.
8140

Lingwood, David A.

Interpersonal Communication, Research Pro-
ductivity, and Invisible Colleges. Doctoral
Dissertation, Stanford, California: Stanford
University, 1969.
8141

Lingwood, David A.

Survey of Student Media Use and Attitudes/
Behaviors Regarding Environmental Topics,
Ann Arbor, Michigan: Department of Journalism,
University of Michigan, 1970.
8142

Lingwood, D.A., Dershimer, R.A., and Paisley, W.J.

The 1970 National CEC Convention as an
Information Dissemination Device, Kensington,
Maryland: Council for Exceptional Children,
1970.
8143

Lionberger, H.F. and Francis, J.D.

"Views Held of Innovator and Influence
Referents as Sources of Farm Information in
a Missouri Community," Rural Sociology,
June, 1969, Vol. 34, pp. 197-211.
8242

Lippitt, Ronald O.

"Kurt Lewin," in International Encyclopedia
of the Social Sciences, Vol. 9, New York:
Macmillan, 1968, pp. 266-271.
8144

Lippitt, Ronald O.

The Research Utilization Conference: An
Illustrative Model. CRUSK Working Paper,
Ann Arbor, Michigan: Institute for Social
Research, Center for Research on Utilization
of Scientific Knowledge, University of
Michigan, 1971.
8145

Lippitt, R. and Butman R.W.

A Pilot Study of Research Utilization Aspects of a Sample of Demonstration Research Mental Health Projects. Final Report for Contract No. PH 43651047, National Institute of Mental Health, 1969.
8146

Lippitt, R. and Havelock, R.

Needed Research on Research Utilization, CRUSK Working Paper, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1971.
8367

Littleton, Vance C., Jr.

A Study of the Factors Contributing to the Predisposition of Elementary Principals to Try Selected Innovations. Unpublished Doctoral Dissertation, University of Texas, 1970.
8147

Lohman, J., Lippitt, R., Fox, R. and Schaible, L.

The Teacher's Role in Social Science Investigation, Chicago, Illinois: Science Research Associates, Inc., 1969.
8148

Lynn, Frank

An Investigation of the Rate of Development and Diffusion of Technology in Our Modern Industrial Society. Report to the U.S. National Commission on Technology, Automation and Economic Progress. Washington, D.C.: U.S. Government Printing Office, 1966.
8149

M

MacLaurin, Rupert

"The Process of Technological Innovation," The American Economic Review, March, 1950, Vol. 40, pp. 90-112.
8150

McClelland, W.A.

From Research to Practice in Electronic Maintenance Training. Paper presented at the USCONARC School Curriculum Conference, Fort Knox, Kentucky, February, 1967.
8151

McClelland, W.A.

The Process of Effecting Change. Presidential address to the Division of Military Psychology Association, San Francisco, California, September, 1968.
8152

McClelland, W.A.

Utilization of Behavioral Science Research in a Large, Operational System. Paper presented at the Conference on Social Research and Military Management, Inter-university Seminar on Armed Forces and Society, University of Chicago, June, 1967.
8153

Maguire, Louis M.

Change Literature and the Practicing School Administrator. Paper presented at the Annual Meeting of the American Educational Research Association, Minneapolis, Minnesota, March, 1970.
8321

Maguire, Louis M.

Observations and Analysis of the Literature on Change, Philadelphia: Pennsylvania: Research for Better Schools, Inc., June, 1970.
8243

Maguire, L.M., Temkin, S. and Cummings, C.P.

An Annotated Bibliography on Administering for Change, Philadelphia, Penn.: Administering for Change Program, Research for Better Schools, Inc., October, 1971.
8237 CLS

Mahan, James M.

"The Teacher's View of the Principal's Role in Innovation," The Elementary School Journal, April, 1970, Vol. 70, pp. 359-396.
8322

Mann, Floyd C.

Bibliography, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, November, 1971.
8154

Mann, Floyd C.

"Changing Superior-Subordinate Relationships," Journal of Social Issues, 1951, Vol. 7, No. 3, pp. 56-63.
8155

Mann, Floyd C.

"Organizational Development: Approaches and Overview," in Managing Organizational Effectiveness, Princeton, New Jersey: Educational Testing Service, 1969.
8156

Mann, Floyd C.

"The Researcher and His Working Environment: Research Findings and Their Application." Vistas in Science, edited by Arm, David L., Albuquerque, New Mexico: The University of New Mexico Press, 1968, pp. 25-47.
8157

- Mann, F.C. and Baumgartel, H.
The Survey Feedback Experiment: An Evaluation of a Program for the Utilization of Survey Findings. Presented at a Seminar of the Foundation for Research on Human Behavior, November, 1954.
 8158
- Mann, F.C., Kotre, J.N., and Morris, W.C.
 "The Michigan Physician: His Perception of Competence, Worries, and Obsolescence," Michigan Medicine, 1971, Vol. 70, No. 8, pp. 301-307.
 8159
- Mann, F.C., Kotre, J.N., Reilly, A. and Vanselow, N.
 "The Michigan Physician and His Continuing Education: MARMP Study Purpose, Design, and First Findings," Michigan Medicine, 1970, Vol. 69, No. 21, pp. 981-990.
 8160
- Mann, F.C., Kotre, J.N., Reilly, A., and Vanselow, N.
 "The Michigan Physician: His Work Needs and Opportunities," Michigan Medicine, 1970, Vol. 69, No. 23, pp. 1063-1069.
 8161
- Mansfield, Edwin
 "Industrial Research and Development Expenditures: Determinants, Prospects and Relation to Size of Firm and Inventive Output," Journal of Political Economy, August, 1964, Vol. 72, No. 4, pp. 319-340.
 8162
- Mansfield, Edwin
Industrial Research and Technological Innovation: An Econometric Analysis, New York: W.W. Norton, 1968.
 8163
- Mansfield, Edwin
 "Technical Change and the Management of Research and Development," in Bond, Floyd (ed.), Technological Change and Economic Growth, Michigan Business Papers, Ann Arbor, Michigan: Michigan University Graduate School of Business Administration, No. 41, 1965, pp. 19-51.
 8164
- Marrow, A.J.
 "Managerial Revolution in the State Department," Personnel, 1966, Vol. 43, pp. 1-13.
 8165
- Marrow, A.J.
The Practical Theorist, New York: Basic Books, 1969.
 8166
- Martin, Warren Bryan
 "The Consequences of the Consequence," CTA Journal, January, 1969, Vol. 65, pp. 18-20.
 8323
- Martin, Warren Bryan
The Development of Innovation: Making Reality Change, Berkeley, California: Center for Research and Development in Higher Education, University of California, 1968.
 8324
- Mendez, Alfredo D.
 "Social Structure and the Diffusion of Innovation," Human Organization, Fall, 1968, Vol. 27, pp. 241-249.
 8263
- Michael, Donald N.
 "On Coping with Complexity: Planning and Politics," Daedalus, 1968, Vol. 91, No. 4, pp. 1179-1193.
 8169
- Michael, Donald N.
On the Social Psychology of Organizational Resistances to Long-Range Social Planning, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1971.
 8170
- Michael, Donald N.
 "Social Engineering and the Future Environment," American Psychologist, November, 1967, Vol. 22, No. 11, pp. 888-892.
 8171
- Michael, Donald N.
Technology and the Management of Change From the Perspective of a Culture Context, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1971.
 8172
- Michael, Donald N.
The Unprepared Society: Planning for a Precarious Future, New York: Basic Books, 1968, 132 pp.
 8173
- Michigan Department of Education
Research Implications for Educational Diffusion, Major Papers Presented at the National Conference on Diffusion of Educational Ideas, East Lansing, Michigan, March, 1968, Lansing, Michigan: Michigan Department of Education, 1968, 191 pp.
 8174
- Micklin, Michael
 "Urbanization, Technology, and Traditional Values in Guatemala: Some Consequences of a Changing Social Structure," Social Forces, June, 1969, Vol. 47, pp. 438-446.
 8244

Micklin, M. and Durbin, M.
"Syntactic Dimensions of Attitude Scaling
Techniques: Sources of Variation and Bias,"
Sociometry, June, 1969, Vol. 32, No. 2.
8175 CLS

Miles, Matthew B.
"Changes During and Following Laboratory
Training: A Clinical-Experimental Study,"
Journal of Applied Behavioral Science,
1965, Vol. 1, No. 3, pp. 215-242.
8176

Miller, Abraham H.
Information and Change: Requirements for
Urban Decision Making, Davis, California:
Institute of Governmental Affairs, Univer-
sity of California, 1970.
8177

Miller, Peggy L.
Change Agent Strategies: A Study of the
Michigan-Ohio Regional Educational Labora-
tory, Doctoral Dissertation, East Lansing,
Michigan: Michigan State University.
(Ann Arbor, Michigan: University Micro-
films, No. 68-17,112, 1968.)
8178

Miller, Peggy L.
"A Man to Fill the Gap: The Change Agent,"
Journal of Health, Physical Education, and
Recreation, October, 1969, Vol. 40, pp. 34-
39.
8325

Miller, Richard I.
"Kinds of Change," Educational Leadership,
January, 1970, Vol. 27, pp. 331-333.
8245

Moore, R.F.
"Five Ways to Bridge the Gap between R&D
and Production," Research Management,
September, 1970, Vol. 13, pp. 367-374.
8286

Moriarty, Edward J.
Summary of Small Group Recommendations.
Communication, Dissemination and Utilization
of Rehabilitation Research Information.
Washington, D.C.: Joint Liaison Committee
of the Council of State Administrators of
Vocational Rehabilitation and the Rehabilita-
tion Counselor Educators, Department of
Health, Education and Welfare, 1967, Studies
in Rehabilitation Counselor Training, No. 5,
pp. 72-73.
8179

Murphy, Thomas P. (ed.)
Proceedings of the Workshop on Research
Utilization, April 14-15, 1971. Sponsored
by Institute for Community Studies and the
City-County Office of Aging (Kansas City-
Jackson Co.), Kansas City, Missouri, August,
1971.
8180 CLS

Myers, Sumner
"How to Sell New Ideas to the Cities,"
Harvard Business Review, July-August, 1968,
Vol. 46, pp. 111-118.
8287

N

National Bureau of Economic Research
The Rate and Director of Inventive Activity:
Economic and Social Factors, Princeton,
N.J.: Princeton University Press, 1962.
8181

National Institute of Mental Health
Planning for Creative Change in Mental
Health Services: A Distillation of Principles
on Research Utilization...Vol. II--Biblio-
graphy with Annotations. Rockville, Maryland:
National Institute of Mental Health, U.S.
Dept. of Health, Education and Welfare,
Publication #(HSM)71-9061, 1972.
8182

National Institute of Mental Health
Planning for Creative Change in Mental
Health Services: Information Sources and
How to Use Them. Washington, D.C.: Publica-
tion #(HSM)71-9058, U.S. Government Printing
Office, 1971.
8183

National Planning Association
Technology Transfer and Industrial Innovation.
Unpublished report prepared for the National
Science Foundation by Myers, Sumner, et al.,
Washington, D.C.: National Science Foundation,
February, 1967.
8184

National Science Foundation
Knowledge into Action: Improving the Nation's
Use of the Social Sciences. Report of the
Special Commission on the Social Sciences of
the National Science Board, Report NSB 69-3.
Washington, D.C.: U.S. Government Printing
Office, 1969.
8185

Neff, F.
"Survey Research: A Tool for Problem Diagnosis
and Improvement in Organizations. In Miller,
S. and Gouldner, A. (eds.), Applied Sociology,
New York: Free Press, 1965, pp. 23-38.
8186

Novotney, Jerrold M.
"Innovations in Catholic Education," Catholic
School Journal, November, 1969, Vol. 69,
pp. 24-29.
8246

O

O'Connell, J.J.
Managing Organizational Innovation, Homewood,
Illinois: Irwin, 1968.
8187

Ohio State University
Catalog of Educational Changes in Ohio
Public Schools, Columbus, Ohio: College of
Education, Ohio State University, 1966.
8188 CA

Ojemann, Ralph H.
"Education for Change," School Research
Information Service Quarterly, Fall, 1970,
Vol. 3, pp. 16-23.
8247

Ontario Institute for Studies in Education
Emerging Strategies and Structures for
Educational Change, Toronto, Canada:
The Institute, 1966, 177 pp.
8189

Organization for Economic Cooperation and Develop-
ment, Center for Educational Research and Innova-
tion
Final Report on the Workshop on the Manage-
ment of Innovation in Education, July 29-
July 5, 1969, St. John's College, Cambridge,
Paris, France: The Center.
8190

Oshry, B. and Harrison, R.
"Transfer from Here-and-Now to There-and-
Then: Changes in Organizational Problem
Diagnosis Stemming from T-Group Training,"
Journal of Applied Behavioral Science,
1966, Vol. 2, No. 2, pp. 185-198.
8191

Owen, Joslyn
"Educational Innovation: The Human Factor,"
Journal of Educational Administration
History, June, 1970, Vol. 2, pp. 46-53.
8264

Ontario Institute for Studies in Education
Planning and Implementing Change in Ontario
Schools, Toronto, Canada: The Institute.
8265

P

Paisley, William J.
Perspectives on the Utilization of Knowledge.
Paper presented at the meeting of the
American Educational Research Association,
Los Angeles, California, 1969.
8192

Pappen, William A.
"A Strategy for Involving Teachers in
Planning Innovations," SEC Newsletter,
October, 1967, Vol. 2, pp. 1-3.
8326

Perl, Martin L.
"The Scientific Advisory System: Some
Observations," Science, September, 1971,
Vol. 173, pp. 1211-1215.
8336 CLS

Pierce, J.R.
"When is Research the Answer?" Science, 1968,
Vol. 159, pp. 1079-1080.
8193

Q

Quinn, Brian
"Technological Forecasting," Harvard Business
Review, March-April, 1967, Vol. 45, No. 2,
pp. 89-106.
8194

R

Rainwater, L. and Yancey, W.
The Moynihan Report: The Politics of
Controversy, Cambridge, Mass.: MIT Press,
1967.
8353

Reiss, H. and Balderston, J.
"The Usefulness of Scientists," International
Science and Technology, May, 1966.
8195

Rice, Arthur H.
"What Education Needs: Neomobilistic Change,"
Nations' Schools, December, 1968, Vol. 82,
p. 12.
8248

Riley, P., Hooker, S. and Masar, N.
"Introducing RUS: A Link Between Research
and Service," Rehabilitation Record, November-
December, 1968, pp. 22-24.
8196

Rittenhouse, Carl H.
Innovation Problems and Information Needs of
Educational Practitioners. Final Report for
U.S. Office of Education, Contract No. OEC
09-099009-4590. Menlo Park, California:
Stanford Research Institute, May, 1970.
8197

- Roberts, A., Oscar, H. and Larsen, J.
Effective Use of Mental Health Research Information. Final Report for National Institute of Mental Health, Grant No. 1 R01 MH 15445. Palo Alto, California: American Institutes for Research, January, 1971.
8198
- Roberts, A., Oscar, H. and Larsen, J.
Appendices for Effective Use of Mental Health Research Information. Final Report for National Institute of Mental Health, Grant No. 1 R01 MH 15445. Palo Alto, California: American Institutes for Research, January, 1971.
8199
- Robinault, I. and Weisinger, M. (eds.)
SRS Research Utilization Information System: Proceedings of a Workshop. Sponsored jointly by Research Utilization Branch, SRS, Health, Education and Welfare, Washington, D.C., and Research Utilization Laboratory, Institute for the Crippled and Disabled, New York, New York, March, 1971.
8238 CLS
- Rogers, Carl R.
"A Plan for Self-Directed Change in an Educational System," Educational Leadership, May, 1967, Vol. 24, pp. 717-731.
8288
- Rogers, Everett M.
Communication of Vocational Rehabilitation Innovations. Communicating, Dissemination and Utilization of Rehabilitation Research Information. Washington, D.C.: Joint Liaison Committee of the Council of State Administrators of Vocational Rehabilitation and the Rehabilitation Counselor Educators, Department of Health, Education and Welfare, 1967.
8200
- Rogers, Everett M.
On Innovations and Education. Paper presented at the Conference of the Michigan Cooperative Curriculum Program, Boyne Mountain, Michigan, September 24, 1965.
8201 CA
- Rogers, E.M. and Jain, N.C.
Research Utilization: Bridging the Communication Gap between Science and Practice. Paper presented at the Joint Session of the Information Systems Division of the International Communication Association and the Behavioral Sciences Interest Group of the Speech Association of America, New York, December 27-30, 1969.
8202
- Rogers, E.M. and Shoemaker, F.F.
Communication of Innovations: A Cross-Cultural Approach. New York: Free Press of Glencoe, 1971, 476 pp.
8203
- Rogers, E.M. and Svenning, L.
Managing Change, Washington, D.C.: Operation PEP (A State-wide Project to Prepare Educational Planners for California), U.S. Office of Education, Dept. of Health, Education and Welfare, September, 1969.
8204 CLS
- Rosenblatt, Aaron
"The Practitioner's Use and Evaluation of Research," Social Work, 1968, Vol. 13, pp. 53-59.
8205
- Rosenbloom, Richard
"The Transfer of Military Technology to Civilian Use," in Kranzberg, M. and Pursell, C. (eds.), Technology in Western Civilization, Vol. 2, New York: Oxford University Press, 1967, pp. 601-612.
8206
- Rothman, Jack
Guidelines for Social Change: Utilization of Social Science Research in School Planning and Community Action. Report of a Research Project sponsored National Institute of Mental Health, #2R01 MH 16125-03, Ann Arbor, Mich.: University of Michigan, January, 1972.
8207
- S**
- Sanford, N.
"Whatever Happened to Action Research?" Journal of Social Issues, 1970, Vol. 26, pp. 2-23.
8351
- Saville, Anthony
"Topography of Change," The Clearing House, January, 1968, Vol. 92, pp. 271-273.
8249
- Schein, E.H.
"The Mechanisms of Change," in Bennis, W.G., Schein, E.H., Berlew, D., and Steele, E. (eds.), Interpersonal Dynamics, Homewood, Illinois: Dorsey, 1964, pp. 98-107.
8208
- Schein, E.H.
Process Consultation, Reading, Mass.: Addison-Wesley, 1969.
8209
- Schmuck, R., Runkel, P., and Langmeyer, D.
"Improving Organizational Problem-Solving in a School Faculty," Journal of Applied Behavioral Science, 1969, Vol. 5, pp. 455-482.
8346

Schon, Donald
"Innovation by Invasion," International Science and Technology, March, 1964, No. 27, pp. 52-60.
8210

Sealey, Leonard
"Innovation and Experimentation in the Elementary School," Independent School Bulletin, October, 1969, Vol. 29, pp. 51-54.
8327

Seashore, S.E. and Bowers, D.G.
"The Durability of Organizational Change," American Psychologist, 1970, Vol. 25, No. 3, pp. 227-233.
8211

Shapley, Debroah
"Office of Technology Assessment: Congress Smiles, Scientists Wince," Science, 1972, Vol. 175, pp. 970-973.
8364

Shertzer, B. and Stone, S.C.
Fundamentals of Guidance (Second Edition), Boston, Mass.: Houghton Mifflin Company, 1971, 575 pp.
8212

Short, Edmund C.
Knowledge Production and Utilization in Curriculum. Paper presented at Session B22 American Educational Research Association Meeting, New York, New York, February 7, 1971.
8213

Short, Edmund C.
A Review of Studies on the General Problem of Knowledge Production and Utilization (Preliminary Draft), Toledo, Ohio: University of Toledo, College of Education, 1970.
8214

Skelton, G.J. and Hensel, J.W.
A Selected and Annotated Bibliography: The Change Process in Education, Columbus, Ohio: ERIC Clearinghouse on Vocational and Technical Education, Center for Vocational and Technical Education, Ohio State University, 1970.
8340 CLS

Spooner, S.E. and Thrush, R.S.
Interagency Cooperation and Institutional Change. Final Report on a Special Manpower Project prepared under a contract with the Manpower Administration, U.S. Department of Labor. Madison, Wisconsin: University of Wisconsin, 1970.
8215

Strachan, Dora L.
"Innovation in Educational Technology," International Journal of Science, Summer, 1969, Vol. 3, pp. 155-159.
8328

Stuart, M. and Dudley, C. (eds.)
Bibliography on Organization and Innovation, Eugene, Oregon: Center for Advanced Study of Educational Administration, University of Oregon, 1967.
8344

Sussman, M.B. and Haug, M.R.
"The Vicissitudes of Change," Social Science and Medicine, 1969, Vol. 3, pp. 179-189.
8250

T

Tannenbaum, R.
"Organizational Change Has to Come Through Individual Change," Innovation, 1971, Vol. 23, pp. 36-43.
8216

Taylor, James C.
Technology and Planned Organizational Change, CRUSK Working Paper, Ann Arbor, Michigan: Institute for Social Research, Center for Research on Utilization of Scientific Knowledge, University of Michigan, 1971.
8217

Taylor, James G.
"Introducing Social Innovation," Journal of Applied Behavioral Science, January, February, March, 1970, Vol. 6, pp. 69-77.
8289

Taylor, R.C., Payne, B.C., Mann, F.C. and Birch, L.
The Use of the Hospital Utilization Review Manual Criteria and Record Abstracts for Hospital Record Review in a Hospital Committee Setting. Ann Arbor, Michigan: Institute for Social Research, 1970, 107 pp.
8218

Tiffany, D.W., Tiffany, P.M. and Cowan, J.R.
A Source of Problems between Social Science Knowledge and Practice. Paper prepared for the Institute for Community Studies, Kansas City, Mo., 1969.
8219

Towne, Douglas C.
A Simulation Approach to Training Linkers. Paper presented at the 54th Annual Meeting of the American Educational Research Association, Minneapolis, Minnesota, March 6, 1970.
8220

Trow, Martin
Methodological Problems in the Evaluation of Innovation. Los Angeles, California: Center for the Study of Evaluation of Instructional Programs, University of California at Los Angeles, May, 1969.
8251

U

Union for Experimenting Colleges and Universities
Project Changeover, Yellow Springs, Ohio:
Antioch College, 1969.
8221

U.S. Commission on Civil Rights
National Conference on Equal Educational
Opportunity, Washington, D.C.: U.S. Govern-
ment Printing Office, #0-296-941, 1968,
806 pp.
8222

Urdane, W.M.
Problems and Progress in the Dissemination
and Utilization of Vocational Rehabilitation
Research Findings by the Practicing Counselor.
Communication, Dissemination and Utilization
of Rehabilitation Research Information.
Washington, D.C.: Joint Liaison Committee of
the Council of State Administrators of
Vocational Rehabilitation and the Rehabilita-
tion Counselor Educators, Dept. of Health,
Education and Welfare, 1967, Studies in
Rehabilitation Counselor Training, No. 5,
pp. 1-18.
8223

W

Wagner, A.B.
"The Use of Process Analysis in Business
Decision Games," Journal of Applied Behavioral
Science, 1965, Vol. 1, No. 4, pp. 387-408.
8224

Walton, R.
"Two Strategies of Social Change and Their
Dilemmas," Journal of Applied Behavioral
Science, 1965, Vol. 1, pp. 167-179.
8347

Ward, J.H., Jr., Love, R., and Higginson, G.M.
The Educational Catalyst in the Improvement
of Educational Systems, Austin, Texas:
Southwest Educational Development Laboratory,
March 26, 1970.
8225

Watson, Goodwin
Using Research for Change, Project under
NIMH Contract No. HSM-42-69-1 entitled
"Review of Literature on Research Implementa-
tion," Los Angeles, California: Human
Interaction Research Institute, 1969.
8339

Weaver, Warren
"Basic Research and the Common Good,"
Saturday Review, August 9, 1969, pp. 17-18,
54.
8226

Weiss, Edmond
A Model for Systematic Educational Dissemina-
tion. Paper presented to the Middle Atlantic
ESEA Title III Dissemination Conference,
Washington, D.C., January, 1969.
8266

Weisse, Edward B.
"Teacher Competition: Agent for Educational
Change," The Educational Forum, January,
1970, Vol. 34, pp. 247-250.
8329

Wenrich, J. William
The Continuing Education of Physicians in
The Community General Hospital. Doctoral
Dissertation, Ann Arbor, Michigan: University
of Michigan, 1968, 151 pp.
8227

Wenrich, J. William
The Role of the Change Agent in Family
Planning Programs, CRUSK Working Paper,
Ann Arbor, Michigan: Institute for Social
Research, Center for Research on Utilization
of Scientific Knowledge, University of
Michigan, 1971.
8228

Wenrich, J.W., Borton, T., Havlick, S. and
Warner, K.
"Community Education for Participation in
Water Resource Planning," Adult Leadership,
Vol. 18, December, 1969.
8229

Wenrich, J.W., Mann, F.C., Morris, W.C. and
Reilly, A.
"Informal Educators for Practicing Physicians,"
Journal of Medical Education, April, 1971,
Vol. 46, pp. 299-305.
8230

Williams, John D.
"Instructional Agents as Transmitters of
Research Findings," International Journal of
Review of Education, 1969, Vol. 15, pp. 460-
476.
8330

Wolf, W.C., Jr. (ed.)
"Knowledge Generation," Educational Researcher,
1970, Vol. 21, No. 1, pp. 1-2.
8231

Wolfensberger, Wolf
"Dilemmas of Research in Human Management
Agencies," Rehabilitation Literature, June,
1969, pp. 162-169.
8232

Wolff, H.

"The Impact of Society on Science," The American Behavioral Scientist, May, 1967.
8233

Wynne, Edward

"School Output Measures As Tools for Change,"
Education and Urban Society, 1969, Vol. 2,
pp. 3-21.
8290

Y

Yaney, Joseph P.

"The Management of Innovation," Personnel Journal, March, 1970, Vol. 49, pp. 224-225.
8331

Yeager, John L.

"Evaluation as an Essential Tool in the
Field Testing and Dissemination of Educa-
tional Products, SRIS Quarterly, Summer,
1968, Vol. 1, pp. 20-22.
8267

York, Linda J.

Arrangements and Training for Effective Use
of Educational R&D Information: A Literature
Survey. Berkeley, California: Far West
Laboratory for Educational Research and
Development, 1968.
8234

Z

Zurcher, L.A.

Poverty Warriors: The Human Experience of
Planned Social Interventions. Austin, Texas:
University of Texas Press, 1970.
8235

Zurcher, L.A. and Key, W.H.

"The Overlap Model: A Comparison of Strategies
for Social Change," Sociological Quarterly,
1968, Vol. 8, No. 4, pp. 85-97.
8236